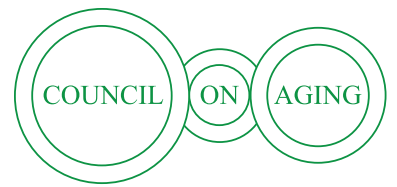


NEW ORLEANS COUNCIL ON AGING

2008



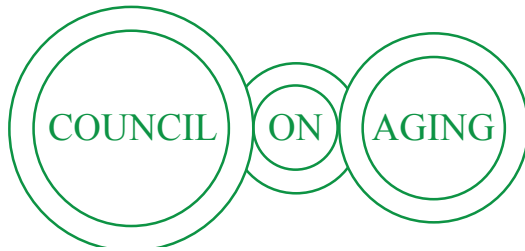
Annual Report



www.nocoa.org

MISSION STATEMENT

The New Orleans Council on Aging exists to protect the rights, promote the well being, and enhance the self-esteem of New Orleans elderly by generating opportunities for self-reliance and independence.



New Orleans Council on Aging

Board of Directors

President: Roselyn B. Koretzky
1st Vice-President: Robert Bermudez
2nd Vice-President: Alvin Garibaldi
Treasurer: Clarice Kirkland
Secretary: Rhea B. Lucien

Board Members

Bermudez, Robert – Tulane University
Bouie, Joseph – SUNO
Dominick, Marjorie W. – AARP
Garibaldi, Alvin – Entergy New Orleans
Huey, Jo – Alzheimer's Institute
Keller, Barbara L. – Aide to Councilperson
Kiefer, Anne Zoller – Business Owner
Kirkland, Clarice – City of New Orleans
Koretzky, Roselyn B. – Attorney
Kraus, Marjorie – LSU School of Nursing
Lucien, Rhea B. – Retired Nurse
Major, Carla – Harrah's Casino
Mitchell-Grubb, Yvonne – Harrah's Casino
Perry III, Robert N. – Professor
Winbush, Myrtle – Retired Accountant

Area Agency on Aging Advisory Council

Chairperson: Gay Rowe-Fulton

Senior Staff

Howard L. Rodgers, III, MSW
Executive Director

Collie Edwards
Assistant Executive Director

Sabrina Derbigny
Comptroller

Sontra Carmouche, MSW
Social Services Director

Dione Herbert, MSW
Assistant Social Services Director

Telishia Brimmer, MSW
*National Family Caregiver
Program Director*

Coretta LaGarde, MPA
Community Services Coordinator

LaQuan Fields, MSW
Senior Center Manager

Tamika Warmington, MPA
Retired and Senior Volunteer Program Director

Joirthel Becknell
*Senior Companion Program
Director*

Shonne Lewis
SenioRx Manager

Major Supporters

- City of New Orleans
- Corporation for National Services
- Governor's Office of Elderly Affairs
- Entergy New Orleans, Inc.
- Harrah's New Orleans
- Meals on Wheels New Orleans Fund, Inc.
- Metropolitan Human Services District
- Peoples Health
- United Way Emergency Food and Shelter Program

Highlights

Senior Fest

Senior Fest is the annual celebration honoring Older Americans held in May. Held the Friday before Mothers Day, this event continues to grow as the older adult population returns to the metropolitan area. The New Orleans Council on Aging sponsored this event in conjunction with the City of New Orleans and the New Orleans Elder Action Coalition. The event is an important community education opportunity.

The 2008 Senior Fest was held May 9, 2008 at the New Orleans Recreation Department (NORD) St. Bernard Center. The theme was 'UNITY: We Are One'. There were approximately 700 older adults in attendance. Over fifty vendors from the commercial, government, and nonprofit senior community participated with sponsorships up to \$2500. This event raises the profile of the New Orleans Council on Aging and all the other participating organizations.



Older adults received information about available services, had access to health screenings, listened to elected officials, received lunch, participated in entertainment, and won an array of door prizes. The Governor's Office of Elderly Affairs honored all seniors over the age of 90 years.

Senior Profile

Senior Profile is an enlightening television show for older adults in the Greater New Orleans area. Through Senior Profile, older adults are kept informed of community services and resources that are important to their physical and mental health and their social well-being. At times (especially around holidays), local older adults' talents and accomplishments are showcased.

Senior Profile is taped once monthly and is aired twice every Thursday, throughout the month, on COX cable channel 78 at 9 o'clock in the morning and 9 o'clock in the evening. It is a half hour show hosted by Executive Director, Howard L. Rodgers III and all the agencies Program Directors have been featured. Ideas for guests are always welcomed.

Highlights

Move & Groove Wellness Program

Move & Groove is a physical exercise/movement program made possible through a one-time grant from Rebuilding Our Community, Inc. Since funding is earmarked for House District 98, this program is housed at the Central City Senior Center, which is in this district.

On Mondays and Wednesdays from 10:30 a.m. to 11:30 a.m., older adults move and groove to the oldies. Engaged in body motion aimed at flexibility and strength, these exercises are as much fun for older adults as they are beneficial to the body and soul.

Another part of the Move and Groove Wellness Program is story telling through movement, whereby each older adult has the opportunity to use body movement to tell a personal story from their life experiences.

Move & Groove is contracted through Efforts of Grace, Inc./Ashe' Cultural Center to provide leadership for this program.

Meals On Wheels Gala

Meals onWheels / New Orleans Fund, Inc. is in the 15th year of service to older adults. The Meals on Wheels Gala was held on January 11, 2009 at the W Hotel – New Orleans and is the agency's largest fundraiser. After the devastation of Hurricane Katrina, great progress in resurrecting this event was implemented through the many efforts of Meals on Wheels New Orleans Fund, Inc.'s volunteer board and the New Orleans Council on Aging.

Mr. Bradford Breuhl was the 2009 Meals on Wheels New Orleans Gala Chair. Meals On Wheels New Orleans Fund, Inc. paid special tribute this year to Dr. David Newsome, as Honorary Chair. Dr. Newsome was the person responsible for initiating The New Orleans Meals on Wheels Fund, Inc. which directly supports the Home Delivered Meals Program of the New Orleans Council on Aging that began in 1972. Collie Edwards, NOCOA Assistant Executive Director was surprised with the Golden Patron Award for great service provided throughout the many years of this program.



The Meals on Wheels Gala hosted a fabulous event filled with gourmet dishes from top local chefs and restaurants. It was the first event since 2005! In addition to great food and spirits, guests enjoyed live musical entertainment by Deacon John and the Ivories and had the chance to bid on great items from both a silent and live auction.

Meals on Wheels / New Orleans Fund, Inc. is a private, nonprofit, volunteer based organization, which works directly with The New Orleans Council on Aging in feeding homebound elderly.

Direct Services

During 2008 Fiscal Year (July 1, 2007 – June 30 2008) The New Orleans Council on Aging provided more than 375,500 direct units of service to older adults living throughout Orleans Parish. A break down of these services is as follows:

Arthur Monday Senior Center

Arthur Monday Senior Center is a satellite location of New Orleans Council on Aging. The center opened in the Fall of 1984 and is the only Senior Center in Orleans Parish that is operated directly under the Council on Aging umbrella. Arthur Monday Senior Center is located at 1111 Newton Street inside of Arthur Monday Jr. Multi-Service Center, in the Algiers Area. It has become a community service center where older adults receive supportive services and programs. The center is open five days a week. The center is responsible for providing a comprehensive and coordinated series of social, recreational, educational and nutritional services to individuals sixty years and older in the Algiers community. Due to the lack of widespread flooding in the Algiers area, the center was one of the first to re-open after the hurricanes of 2005 and is servicing the needs of many new older adults that have relocated to the west bank. In FY 2008, more than 62 older adults received services including 13,229 congregate meals.

Homemaker Services

Provided 4,899 hours of services in the homes of older adults with the inability to perform one or more of the instrumental activities of daily living. Light housekeeping, laundry, and some errands were provided to 98 older adults throughout Orleans Parish.

The Governor's Office of Elderly Affairs through the Older Americans Act funds this program.

Information and Assistance

Information and Assistance provides information on services that have returned to the community for people aged 60 and over and their caregivers in Orleans Parish.

The agency has handled thousands of calls from seniors and their families about all types of issues.

With Information and Assistance defined as a four (4) step process of a) providing information; b) assessing the problems and capabilities of individuals; c) linking the individuals to the opportunities and services available; and d) to the extent practicable, ensuring that the individuals received the services needed, 1,247 older adults received this service.

Direct Services

MHSD/NOCOA Case Management and Mental Health Support Services

Metropolitan Human Services District (MHSD) funds the Case Management and Mental Health Support Services program, which commenced March 15, 2007 and provides case management and mental health support services to older adults and their caregivers who have returned to the New Orleans area post Katrina and post Gustav. The mission is to reduce the anxiety of older adults as they rebuild their homes, communities and lives. Since then, case managers have provided the following services to approximately 1000 older adults: counseling, social service assessment, mental health screening, community resources referrals, and advocacy. The services can be accessed Monday through Friday at eight of our senior center affiliates in the city, including the west bank. The program is evaluated by MHSD annually for grant continuation. NOCOA is currently in the second year of providing these services to older adults in the New Orleans area.



National Family Caregiver Support Program

The National Family Caregiver Support Program (NFCSP) is a multifaceted program that offers support to the caregiver of an older adult or developmentally disabled loved one. The program is unique because the caregiver, in many cases who is under sixty, is defined as the client. The person the caregiver is caring for is the recipient of the services, known as the “qualifying individual”. NFCSP provided the following services:

- NFCSP Individual Counseling includes the services of a state licensed clinical social worker was designed to increase the client’s capability to care for the qualifying individual. These services were meant to provide short-term training or therapy to develop critical skills. A total of 69 individuals received 69 hours of counseling.
- NFCSP Information and Assistance defined as a four (4) step process of a) providing information; b) assessing the problems and capabilities of the individuals; c) linking the individuals to the opportunities and services available; and d) to the extent practicable, ensuring that the individuals receive the services needed, 143 caregivers received this service.
- NFCSP Personal Care Assistance provided personal assistance, stand-by assistance, and supervision for elderly with the inability to perform one or more of the activities of daily living; eating, dressing, bathing, toileting, transferring in and out of bed/chair or walking. Personal Care Assistance provides 32 hours of services per fiscal year, equaling 16 visits. In conjunction with the Medical Team, 59 caregivers were provided 1,431 hours of service.
- NFCSP In-Home Respite provided personal care services in the home of the qualifying individual in order to provide a brief period of rest for the caregiver. In-Home Respite offers 72 hours of service per fiscal year, equaling 18 visits. In conjunction with the Medical Team, 78 caregivers were provided 3,391 hours of service in four-hour increments.



Direct Services

- NFSCP Adult Day Health Care provided personal care for dependent adults in a supervised, protective setting during some portion of a 24-hour day. In conjunction with Kingsley House, 7 qualifying individuals were provided 3,317 hours of social and recreational activities, training, counseling, and meals.
- NFSCP Support Groups provided caregivers with the opportunity to meet for support and to share their experiences, strengths, difficulties, and challenges associated with caregiving so that common problems may be solved. The support groups allowed 47 caregivers this opportunity while gaining support and education from community providers and other caregivers during 102 hours of services.
- NFSCP Public Education provided basic or continuing education services to assist individuals to acquire knowledge about services and/or skills needed to assist in their caregiver role. 27 group sessions were held providing individuals with service through educational seminars and the distribution of brochures.
- NFSCP Material Aid provided assistance to 139 caregivers through the issuance of 196 units of service which can include items such as walkers, wheelchairs, fans, commodities, and personal hygiene products.

In FY 2008, 161 clients received NFSCP service.

Nutrition

Congregate Meals

Provided 134,620 Congregate Meals complying with the Dietary Guidelines for Americans published by the Secretaries of the Department of Health and Human Services and the United States Department of Agriculture. Each meal meets 1/3 of the current Recommended Dietary Allowances (RDA) as established by the Food and Nutrition Board of the National Research Council on the National Academy of Sciences. Meals were provided in congregate Setting at ten (10) Senior Centers and three (3) elderly living facilities to more than 800 older adults throughout Orleans Parish.

Home Delivered Meals

Provided 188,383 Home Delivered Meals (Meals on Wheels) complying with the Dietary Guidelines for Americans published by the Secretaries of the Department of Health and Human Services and the United States Department of Agriculture. Each meal meets 1/3 of the current Recommended Dietary Allowances (RDA) as established by the Food and Nutrition Board on the National Research Council of the National Academy of Sciences. Meals were provided to 558 older adults at their place of residence throughout Orleans Parish.

Direct Services

Outreach

Provided over 2,650 units of Outreach, which is intervention by an agency or organization for the purpose of identifying potential clients or their caregivers. Clients and/or caregivers are encouraged to utilize existing services. Assessments are conducted to determine the client's ability to perform activities of daily living and their level of family support. By performing a comprehensive assessment and assigning each client a priority score, NOCOA can serve the most critical clients first.



Power To Care Utility Assistance

The Power To Care Utility Assistance Program (formally known as Helping Hands) provides low-income older adults and those with disabilities with assistance with utility bills. Funding for this program is made possible through donations from utility customers and Entergy of New Orleans. Entergy New Orleans matches contributions made by Entergy ratepayers and employees. In 2008, an additional source of funding was received in the form of an Emergency Food and Shelter Program Grant from the United Way. The number of individuals who can be assisted is limited by the funding received.

During FY 2008, Power To Care provided assistance to 976 individuals.

Entergy New Orleans also provides weatherization kits and energy efficient light bulbs to older adults.

Retired Senior Volunteer Program

The Retired Senior Volunteer Program links people 55 and older with volunteer opportunities at various nonprofit organizations within the city including hospitals, nursing homes, senior centers, museums, and government offices. This program provides volunteers with recognition events, a quarterly newsletter, and supplemental insurance.



The Corporation for National Service and Community Services funds RSVP with matching funds from the Governor's Office of Elderly Affairs. In FY 2008, there were 446 RSVP volunteers in 19 agencies who provided nearly 165,000 hours of volunteer services. During this time, 96 new volunteers were recruited along with 1 new volunteer station.

Direct Services

Senior Companion Program

The Senior Companion Program (SCP) recruits low-income senior workers to serve as stipend companions to adults, primarily the elderly, and the disabled in need of in-home assistance. Senior Companions are trained to provide personal care, home management, advocacy, respite, and other needed services to help the clients maintain their independent living. Senior Companions must be age 60 or older, in reasonably good health and willing to volunteer Monday through Friday.

SCP has partnerships with local health care and social service organizations that are called volunteer stations. The stations are responsible for identifying clients in need of in-home services and to make the companion/client match. One station offers services to its residents who are HIV/AIDS patients.

The Corporation for National and Community Service and the Governor's Office of Elderly Affairs funds the Senior Companion Program. Because the federal legislation insures that the below minimum wage stipend is tax free and not considered income, the Senior Companion Program is the most cost-effective program available to provide in-home services to help older adults live independently. The program had 46 companions for FY 2008. They serve a minimum of 20 hours a week with at least 2 clients during regular scheduled visits.

The current emphasis on the program is outreach for new volunteer stations.

SenioRx

SenioRx provides assistance with Medicare Part D as well as helping seniors find low-cost and/or free medications. SenioRx schedules out-reach events to educate and enroll older adults and their caregivers at senior centers, senior and public housing facilities, churches, health fairs, hospitals, nursing homes, and at other meetings of services organizations.



SenioRx has been operating the medication assistance program since September 2004. The SenioRx / Aging Disability Resource Center (ADRC) Program covers Orleans, Jefferson, Plaquemines, St. Bernard and other surrounding parishes. During FY 2006 – 2007, SenioRx served over 600 seniors while providing \$22,832.94 in free medication. The program enrolled 155 seniors in Medicare Part D. The ABC Coalition has 17 partners with 192 seniors being enrolled in the Low Income Subsidy Program (LIS). Due to the program's exceptional enrollment efforts in (LIS), the program won an all expense paid trip to Washington, DC from My Medicare Matters.

Transportation

Provided over 7,000 units of transportation services to 43 elderly throughout Orleans Parish. A unit of service is a one-way trip from one location to another. Services were provided using the Regional Transit Authority (RTA), local cab companies, and a private transportation provider.

Subcontracted Services

As a planning and coordinating agency (Area Agency on Aging), the New Orleans Council on Aging (NOCOA) is a major source of funding for other nonprofit organizations that are interested in providing services to New Orleans' older adults. The New Orleans Council on Aging monitors these contracts to ensure that the quality of services provided is equal to or exceeds that which would occur if NOCOA offered that service directly. Many of our subcontractors are able to use NOCOA's funds to leverage other support, and thus increasing services availability.



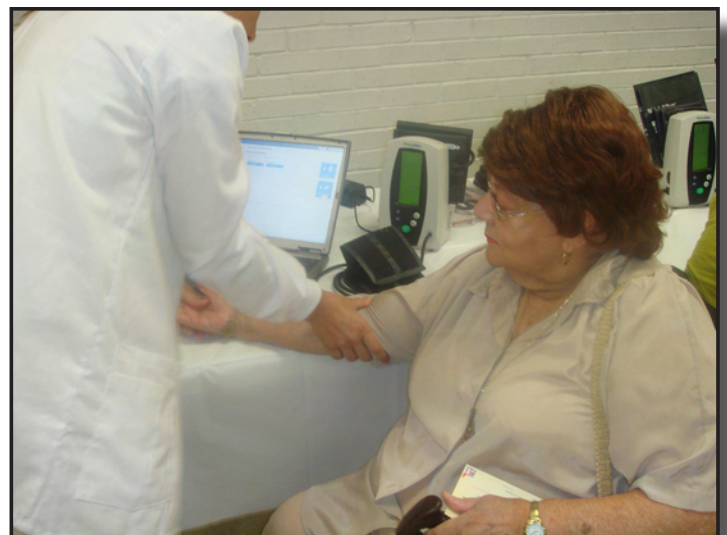
Dental Services (City of N.O. Health Department/Dental Bureau)

Pre-Katrina complete dental services were provided utilizing a mobile dental van that visited all of the Senior Centers and Nutrition Meal Sites in Orleans Parish. This was the only program of its kind in the state of Louisiana. Services were inclusive of an examination by a dentist, dentures, partials, crowns, filings, cleaning, bonding, x-rays, etc. All was provided at low cost (well below market rate) to all older adults over the age of sixty in Orleans Parish.

Post-Katrina this service is only provided through one stationary site located in the Central City Senior Center. This has severely limited the access to this service, providing 259 older adults with 550 units of service.

Personal Care / Home Health (The Medical Team)

Provided personal assistance, stand-by assistance, and supervision for older adults with the inability to perform one or more of the activities of daily living; eating, dressing, bathing, toileting, transferring in and out of bed/chair or walking. In conjunction with the Medical Team, a licensed home health agency, 49 individual were provided 2,092 hours of service.



Subcontracted Services

Legal Assistance (The Advocacy Center)

Surveys of senior citizens' needs generally turn up a strong desire for legal assistance. Seniors often need advance directives, wills, or protection from those who would exploit them.

The New Orleans Council on Aging, in conjunction with the Advocacy Center provided legal advice, counseling and representation by an attorney on system issues. Advocacy Center staff provided 326 hours of services including legal educational seminars and representation to the Area Agency on Aging Advisory Council. During FY 2008, the Advocacy Center served 248 individuals.

Senior Centers

The New Orleans Council on Aging subcontracts with a variety of grassroots, community organizations to provide senior centers throughout New Orleans. Currently operating centers include Central City, Gentilly, Kingsley House Adult Services, Lower Algiers, Mercy Endeavors, Milan – Broadmoor, Realization Inc., Treme Community Education Program, and Uptown Shepherd. These senior centers seek to create an atmosphere that acknowledges the diverse needs of the older adult on an emotional, spiritual and physical level. The participants are encouraged to stay active in the community while interacting with others. Some of the services and programs offered at senior centers are chair exercise, bingo, outings, educational presentations, nutritional activities, parties, movie days, transportation, congregate meals, socialization, card and board games, recreation, arts and crafts, counseling, referral, and much more. Most of the senior centers collaborate with the City of New Orleans, New Orleans Recreational Department (NORD), New Orleans Police Department, Retired Senior Volunteer Program, Basic Elderly Crisis Counseling Intervention (BECCI), Senior Companion, SenioRx, Volunteers of America Elderly Services Program and various home health organizations. During FY 2008, 530 older adults attended Senior Centers.



Community Linkages

Area Agency on Aging (AAA) Advisory Council

The purpose of the Area Agency on Aging Advisory Council is to evaluate and access aging priorities while making recommendations to the New Orleans Council on Aging Board of Directors on changes to meet the needs of those 60 and older in Orleans parish while reviewing the status of the Older Americans Act and identifying gaps in services as well as advocating on behalf of the older adult community.

Elder Action Coalition

The New Orleans Elder Action Coalition (EAC) invites participation from anyone who is interested in improving the quality of life for senior citizens in New Orleans. The EAC represents senior centers, nursing homes, services organizations, housing providers, government, home health agencies, business, and industry. Individual members are also invited. There are no dues or officers.

In 2007, the New Orleans Elder Action Coalition re-convened for the first time since the hurricanes of 2005. The Education, Leadership, and Research committees were reestablished. Goals were made to sponsor at least one annual Community Resources Sharing Forum to provide free continuing education to agencies that serve older clients.

Inter-Parish Aging Coalition

The Inter-Parish Aging Coalition (IPAC) mission is to coordinate across jurisdictions, support community efforts on behalf of older adults and caregivers, and ensure that the needs and concerns of older adults are effectively addressed in all recovery efforts. IPAC is comprised of the Councils on Aging in Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes. The primary tasks of the Inter-Parish Aging Coalition include housing, transportation, mental health, medical needs, and securing additional financing to make this possible.

Other Community Links

The New Orleans Council on Aging maintains active membership with a number of other local and statewide regional and national organizations, to better coordinate services and continue active advocacy on behalf of senior citizens. These organizations included the National Council on Aging, the Louisiana Association of Councils on Aging, the Louisiana Association of Executive Directors of Councils on Aging, the Louisiana Older Americans Volunteer Program Association, the Louisiana Aging and Disability Consortium, the Louisiana Association of Nonprofit Organizations, Louisiana Aging Network Association, AARP, UNITY for the Homeless, the New Orleans Workforce Investment Board, the Regional Transit Authority Para-Transit Advisory Board, and the Orleans Area Adult Protective Services Coordinating Council. Various staff members serve on committees and advisory boards organized by the Governor's Office of Elderly Affairs and the Department of Health and Hospitals.

Major Supporters

City of New Orleans

The City of New Orleans provides appropriations from within the city budget to support the general operations of the New Orleans Council on Aging. In addition, most of the funding from the Dental Program comes from the City with modest support from the New Orleans Council on Aging.

Corporation for National Services

The Corporation for National Service is a federal agency that funds a variety of volunteer programs. The Corporation provides 75% of the funding for the Retired Senior Volunteer Program and 90% of the funding for the Senior Companion Program. Much of the required match for these two programs comes from the Governor's Office of Elderly Affairs. The balance is self-generated.

Governor's Office of Elderly Affairs

As the designated Area Agency on Aging and Council on Aging for Orleans Parish, the New Orleans Council on Aging received federal funds appropriated under the Older Americans Act for New Orleans. These funds pass through the Governor's Office of Elderly Affairs (GOEA). Other state generated funds also appropriated for aging services are administered by GOEA. Occasionally, special grants are also made available to Councils on Aging by GOEA.

Entergy

Entergy has long organized and partially funded the Power To Care Program that assists individuals who are low-income and either elderly or handicapped to pay their energy bills. Entergy solicits donation from its customers and employees, which the company then matches. The New Orleans Council on Aging qualifies clients and provides bill-paying assistance.

Entergy has also made donations to Senior Fest and the National Family Caregiver Support Program.

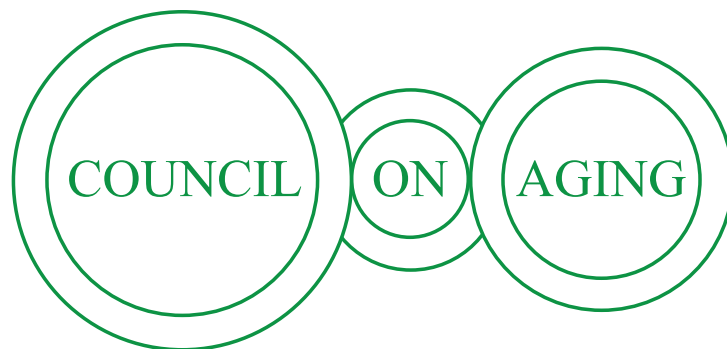


Financial Report

New Orleans Council on Aging Asset / Liabilities 30-Jun-08

Assets	2007	2008
Cash	\$576,751.00	\$194,692.00
Receivables	\$201,099.00	\$226,747.00
Capital Assets (net)	\$25,148.00	\$-
	\$802,998.00	\$421,439.00
Liabilities		
Account Payable	\$158,022.00	\$86,151.00
Accrued compensation	\$82,760.00	\$186,394.00
	\$240,782.00	\$272,545.00
Net Assets		
Invested Capital Assets	\$25,148.00	\$28,264.00
Restricted	\$550,888.00	\$83,979.00
Unrestricted	\$(13,820.00)	\$64,915.00
	\$562,216.00	\$177,158.00





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