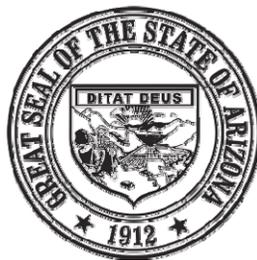


GOVERNOR'S ADVISORY COUNCIL ON AGING

ANNUAL REPORT  
2008



**Paul Herrmann, Chairman**  
**December 31, 2008**

# MISSION

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*The Governor's Advisory Council on Aging's mission is to enhance the quality of life for older Arizonans. The Council advises policy makers and state agencies, and works with local communities, private enterprises and older adults across Arizona to accomplish its mission.*



## GOVERNOR'S ADVISORY COUNCIL ON AGING

*Paul Herrmann, Chair*

*Joyce Finkelstein, Vice Chair*

December 31, 2008

Dear Governor Napolitano, State Legislators, & Older Arizonans:

On behalf of the Governor's Advisory Council on Aging I'm pleased to present you with the Council's 2008 Annual Report.

Arizona has indeed become a national leader in addressing the many issues faced by older adults. This is not surprising since, according to the U.S. Census Bureau, Arizona is facing an exponential explosion of older adults in the coming years. For instance, Arizona's population is expected to double within the next 20 years, but our 65+ population will *triple* during that same time. Thus, the Council on Aging has been working in a number of areas to address issues facing Arizona seniors today as well as prepare the state for the population realities to come.

In 2008, the Council saw many multi-year efforts come to fruition, including successfully realizing 2.5 years of work on the Arizona Mature Workforce Initiative, the launch of the Arizona Caregivers Coalition, and passage and implementation of the credit freeze legislation. We are honored to share information with other states seeking to follow Arizona's examples and replicate many of the efforts undertaken here in the past few years.

We also enjoyed celebrating the first anniversary of the Governor's Office on Aging and continue to stress the importance of this office in providing a non-partisan voice for the more than 1,000,000 older Arizonans. Though we recognize that there are many difficult decisions ahead, we would like to share that the Office on Aging is a highly productive office that was created by leveraging staff and resources, resulting in no additional cost to the state. Having handled hundreds of inquiries from legislators, legislative and executive branch staff, and the general public in the past year, we know that Arizonans need a place to turn for assistance with elder care issues and hope you see the importance of maintaining the Governor's Office on Aging.

We look forward to continuing our work with each of you during 2009, and appreciate your ongoing support of efforts and programs to ensure that the great people of our state can live with dignity and independence throughout their lives.

Sincerely,

Paul Herrmann, 2008 Chair

# Governor's Advisory Council on Aging 2008

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***Paul Herrmann, Chair***  
Maricopa County (Sun City)

***Joyce Finkelstein, Vice Chair***  
Pima County (Green Valley)

***Sharon McKinley, Secretary***  
Yuma & La Paz Counties (Yuma)

**Lynn Adler**  
Maricopa County  
(Phoenix)

**Kati Bates**  
Maricopa County  
(Phoenix)

**Bill Engler**  
Maricopa County  
(Anthem)

**George Evanoff**  
Pima County  
(Tucson)

**Bernadine Hoffman**  
Maricopa County  
(Scottsdale)

**Marilyn Johnson**  
Mohave County  
(Kingman)

**Doyle Meredith**  
Yavapai County  
(Prescott)

**Bernadette Polley**  
Cochise County  
(Bisbee)

**Barry Spiker**  
Maricopa County  
(Fountain Hills)

**The Council also thanks its agency liaisons:**

**Rex Critchfield**  
DES

**Jill Harrison**  
Area Agency Assn.

**Gregg Kiely**  
ADOT

**Erin Klug**  
Insurance

**Ramona Rusinak**  
DHS

**P.J. Schoenstene**  
AHCCCS

**Pam Stevenson**  
Attorney General's Office

# Council Responsibilities

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The Governor's Advisory Council on Aging (Council) was enacted into law in 1980 (A.R.S. §§ 46-183 & 46-184), to "advise the Governor, Legislature and all State Departments which the Council deems necessary on all matters and issues relating to aging, including the administration of the State Plan on Aging." In accordance with the state statute, the Council consists of 15 members appointed by the Governor. The members come from various geographic, cultural, professional, and personal backgrounds relevant to the issues facing older Arizonans.

Arizona has also designated the Governor's Advisory Council on Aging as its State Advisory Council on Aging, as set forth in the federal Older Americans Act of 1965, as amended (45 CFR §1321.47). In accordance with federal regulations, more than 50 percent of the appointed members must be at least 60 years of age and include: (1) persons with greatest economic or social need, and (2) participants under the Older American Act. In this role as the State Advisory Council, the body advises the federally designated State Unit on Aging (the Division of Aging and Adult Services within the Department of Economic Security) on the development and implementation of the State Plan on Aging, and in the development and operations of policies and programs for older adults.

The Council has four (4) Standing Committees:

- The Executive Committee;
- The Legislative & Policy Coordinating Committee;
- The Mature Workforce Committee; and
- The Social, Health and Alzheimer's Committee.

The goals of the Council are primarily accomplished through the work of these committees. Ad hoc committees may also be created for special purposes and projects.

The Council's primary roles and responsibilities include:

- Advocating on behalf of older Arizonans, to ensure policy makers are aware of the needs and preferences of older adults across the state;
- Advising the Governor and the Arizona State Legislature on all budget, legislative, policy and service delivery matters related to the lives of older Arizonans;
- Ensuring receipt and incorporation of public input into the State Plan on Aging;

## Council Responsibilities (cont.)

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- Approving and monitoring the administration of the State Plan on Aging, thereby helping to ensure the continued receipt of approximately \$20 million in federal funding for aging services;
- Recommending changes in programs and service delivery approaches to state agencies, based on input from Arizona seniors currently receiving services;
- Presenting information, education, and training to seniors and professionals on various aging-related topics; and
- Providing leadership to the state and its local communities in developing and maintaining a coordinated, best practice approach to aging services delivery and policy development.

# 2008 Accomplishments

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The Governor's Advisory Council on Aging was busy during 2008, including launching several large-scale projects, despite the downturn in the economy and at little to no cost to the state. Follow are the Council on Aging's highlights for 2008:

## *1. Furthered Arizona's Reputation as a National Leader in Aging Issues.*

Arizona's reputation as a national leader in aging issues continued to grow in 2008, with Arizona being asked for a second straight year to serve as the technical assistance state on mature workforce issues at the National Governors Association's Policy Academy on Seniors & the Workplace. Council staff consulted with more than 30 states to provide technical assistance on this same issue and have assisted states in developing mature workforce initiatives of their own. Significant levels of national publicity on the workforce initiative were achieved and millions of people reached with television interviews on Fox News (national) and the Pat McMahon show (local), front page articles in U.S. Today and the Arizona Republic, two broadcast interviews on National Public Radio, articles in *The Economist*, *Governing*, and *AARP* magazines, *Chronicles of Philanthropy* newspaper, and articles highlighting Arizona's work in a variety of other publications.

## *2. Hosted the 14<sup>th</sup> Biennial Governor's Conference on Aging.*

The Council, in partnership with many sponsors, hosted the 14<sup>th</sup> Biennial Governor's Conference on Aging, May 14-16, 2008 at the Mesa Convention Center. "Myth Busters" was the theme, and Mr. Jack Lengyel – the inspirational coach behind the Warner Bros. "We Are Marshall" movie – joined Governor Napolitano & Attorney General Goddard as a keynote speaker. Approximately 500 people attended to learn more about caregiving, employment for people over age 50, preventing falls, livable communities, and a variety of other topics. Attendees had the opportunity to participate in pre-conference intensives, more than 30 conference workshops, and several interactive displays including free health screenings. Participant evaluations showed that attendees found the conference valuable and a good use of time, with an overall evaluation score of 92 out of 100.

## *3. Launched Council on Aging Webpage*

The Council established a new and updated webpage on Governor Napolitano's website. The new site has information about the Council, its members, committees, and activities, as well as meeting information, agendas, and minutes, and provides links to key resources for older Arizonans. The DES-hosted webpage has been shut down and the current Council webpage can be found at [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca).

# 2008 Accomplishments (cont.)

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## ***4. Ensured Accomplishments Set Forth in State Plan on Aging were Achieved***

Working closely with the Division of Aging & Adult Services in the Dept. of Economic Security and with Area Agencies on Aging across the state, the Council monitored expenditures and activities established in the State Plan on Aging, as required by law, and ensured results were in line with established plans and in accordance with fiscal priorities.

## ***5. Protected Seniors by Advocating for Legislation***

The Council is proud to have been successful in advocating for legislation that protects older adults in 2008. Specifically, the Council was pleased to see the passage and implementation of credit freeze legislation this year. With Arizona having the highest rate of identity theft in the nation, and our elders being particularly vulnerable to such scams, the Council has been committed to supporting and promoting legislation that provides affordable options to Arizona residents to put a “freeze” on their credit reports. In 2008, that was accomplished. In addition, the Council joined the Governor, Attorney General, AARP and others in ensuring that elders understood Proposition 200 which would have given payday lenders direct electronic access to borrowers’ bank accounts, thereby increasing the opportunity for identity theft. The Proposition was defeated in the general election.

## ***6. Promoted Dignity and Independence for Older Adults***

By advocating for the retention of funding for home and community based service options, the Council not only promoted options for seniors to remain in their own homes and communities with dignity and independence as long as possible, but also promoted sound fiscal policy – an essential concept in tough economic times. Home and community based care is anywhere from 3 to 30 times less expensive than nursing home care.

## ***7. Expanded Content of Council’s Legislative Update for Seniors.***

The Council continued providing older Arizonans with an electronic non-partisan Legislative Update. In 2008, staff added more information on federal legislation, as well as training and other opportunities of interest to seniors and advocates alike. Further, for the first time, in 2008 the Update was consistently sent out on a monthly basis between July and December, when the Arizona Legislature was not in session.

## ***8. Explored Transit Options for Older Arizonans***

Throughout 2008, the Council gathered information, identified best practices, and learned about transit funding and programs in Arizona. This year the Council was fortunate to gain a liaison from the Arizona Dept. of Transportation who has been helpful in furthering the Council’s understanding of transit issues.

# 2008 Accomplishments (cont.)

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## ***9. Launched Mature Worker Job Bank and Website***

In 2008 the Council, in partnership with Jobing.com, launched the Arizona Mature Workers Job Bank and Resource Website. The site was developed and is hosted ***at no cost to the state***, thanks to a partnership with Jobing.com. The site allows employers to post jobs on the site for 4 weeks at no cost (standard Jobing.com posting is \$389). The site also provides resource information for mature workers, and has a listing of mature worker employment related events throughout the state. The site can be found at [www.azmatureworkers.com](http://www.azmatureworkers.com).

## ***10. Launched Mature Worker Friendly Employer Certification & Certified 40 Employers***

In partnership with the Arizona Departments of Commerce and Economic Security, and the Governor's Office, the Council launched the Mature Worker Friendly Employer Certification in 2008. The first certification of its kind in the country, the effort is intended to assist employers in managing the challenges (and projected shortages) of an aging workforce while creating employment opportunities for mature workers in Arizona. In this first year, the Council received 73 applications, and awarded 40 certifications to employers that completed all of the required certification elements.

## ***11. Partnered in the Opening of the First Center for Workforce Transition***

In partnership with GateWay Community College and the Virginia G. Piper Charitable Trust, the Council supported the opening of the Center for Workforce Transition— a service targeted at Boomers interested in making mid-career transitions, changing professions, or returning to the workforce – this Center provides talent and skills assessments, and help workers obtain the skills they need to make their desired transition. Early outcomes show promising success.

## ***12. Helped Launch Statewide Caregivers Coalition***

Based on two years of work from the Council's Social, Health, and Alzheimer's Committee, the Council supported the launch of the state's first caregiver coalition. The Arizona Caregivers' Coalition was launched at the Governor's Conference on Aging in May 2008, and is intended to give voice to the more than 540,000 family and informal caregivers in Arizona who provide more than \$5 Billion in unpaid care each year.

## 2008 Accomplishments (cont.)

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### ***13. Initiated Effort to Improve Oral Health for Seniors***

Based on input from the 2007 Senior Action Days, affordable access to dental care is a primary concern for seniors. Thus, the Council has made this issue one of its policy priorities for 2008-09. Throughout 2008, the Council researched and gathered information, identified best practices in other states, and worked to build relationships with key oral health groups in the state. The Council moved this effort from its Legislative and Policy Coordinating Committee to its Social, Health, and Alzheimer's Committee in order to more appropriately focus on the topic and is committed to building a coalition of oral health partners in the coming year.

### ***14. Obtained Philanthropic Grant to Create a Falls Prevention Coalition***

The Council partnered with the Governor's Office on Aging to obtain a \$140,000 grant from the Virginia G. Piper Charitable Trust to establish a Falls Prevention Coalition for Maricopa County. Although this project is managed by staff of the Governor's Office on Aging (not Council staff), the Council has a vested interest in success of the project, as it was Council's work that gave birth to the ideas set forth in the grant project.

### ***15. Reduced Costs***

In response to the dire condition of the state budget, the Council on Aging took several steps to reduce operating costs including reducing the number of meetings in FY09 (moving to semi-monthly instead of monthly meetings) thereby reducing Council member travel, providing statewide training primarily using a webinar format rather than traveling statewide, reducing the number and cost of Senior Action Days. A number of other office-related cost-cutting steps have also been undertaken as well.

### ***16. Advised the Governor and Legislature on Aging Issues***

In accordance with the purpose of the Council, the Council continued to provide recommendations and advice to the Governor and Legislature on the needs and interests of older Arizonans. From budget priorities to elders' perspective on any type of legislation, policy makers can benefit from utilizing the Council as a source of non-partisan input on matters that affect seniors.

# 2009 Future Directions

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The Governor's Advisory Council on Aging is optimistic about 2009 and looks forward to working with the Governor, the State Legislature, and citizens of Arizona to ensure that the basics necessary for lifelong dignity and independence are maintained despite difficult budget decisions. To that end, the Council will work on the following activities in 2009:

## ***1. Host Senior Action Days***

As has been the case since 1980, every two years, the Council on Aging, in partnership with the Dept. of Economic Security's Division of Aging & Adult Services, hosts Senior Action Days – opportunities for older Arizonans to:

- 1.) interact with their legislators and Council members,
- 2.) voice their concerns, and
- 3.) have input into the state budget and policy making process.

While budget cutbacks will dramatically affect (decrease) the number of local Senior Action Days that can be held in 2009, the Council plans to hold at least one primary event in Phoenix. The Council's Legislative and Policy Coordinating Committee will use the feedback collected to help shape their 2010-2011 legislative and policy priorities.

## ***2. Prepare for 2010 Reauthorization of the Council***

During the fall of 2009, the Council's Legislative & Policy Coordinating Committee will prepare for the 2010 reauthorization of the Governor's Advisory Council on Aging. In place since 1980, the Council remains a vital voice for older Arizonans in advising policy makers on issues of critical importance to them. The Council's authorizing legislation will be up for review in 2010 and the non-partisan Council on Aging will work with policy makers to ensure continuation.

## ***3. Improve Oral Health Care for Seniors***

Based on input from the 2007 Senior Action Days, affordable access to dental care is a primary concern for seniors. In 2009, the Council will continue exploring collaborations with governmental divisions, educational institutions, service provider organizations, dental associations and other entities in an effort to promote the importance of good oral health for Arizona's seniors.

## ***4. Monitor Development of Transit Options for Older Adults***

Based on input from the 2007 Senior Action Days, the Council on Aging finds it important to continue to monitor the development and funding of transition options for older adults, even though the Arizona Rides Council sunset in 2008. As a key factor in maintaining independence, ensuring the ongoing availability of transit options for older Arizonans is essential.

## 2009 Future Directions (cont.)

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### ***5. Continue Providing the “Legislative Update”***

In 2009, the Council will continue to monitor legislation that impacts older adults and, through the Legislative Update – a free, non-partisan, electronic newsletter provided by the Council to inform readers about the state and federal legislative process – to help older Arizonans remain informed about legislative action as it pertains to them, making sure their voices are heard, and ensuring our state’s elders are included in shaping Arizona's future.

### ***6. Address the Special Needs of Older Adults who are Deaf or Have Hearing Loss.***

The Council will collaborate with the Arizona Commission for the Deaf and Hard of Hearing to promote educational outreach efforts on hearing loss aimed at educating both service providers and older consumers, with the intent of improving access to information, services and technology for older Arizonans who are deaf or have hearing loss.

### ***7. Develop Partnerships with Chambers of Commerce across the State to Promote the Arizona Mature Workforce Initiative***

The Council will build on existing Chamber relationships in 2009 to promote the Mature Workforce Initiative. The Council and the Chandler & Sedona Chambers will work together to reach out to Chambers of Commerce across Arizona to further promote the Mature Workforce Initiative and the workplace flexibility model “When Work Works” in local communities.

### ***8. Further Develop the Mature Worker Job Bank and Resource Website***

With the 2008 launching of the Arizona Mature Worker Website, hosted by Jobing.com and maintained by the Council and the Department of Commerce, the Council will continue to populate the website with valuable information and resources for mature workers and employers wishing to attract and retain members of the mature workforce in Arizona. Once further development is accomplished, maintenance and updating of website content will be ongoing.

### ***9. Award Employers with the Arizona Mature Worker Friendly Employer Certification***

As started in 2008, the Council will continue to promote mature worker friendly work environments by awarding employers that take the necessary steps to become “Mature Worker Friendly” with the Mature Worker Friendly Employer Certification. The Council will begin accepting applications from employers seeking this certification in the summer of 2009.

## 2009 Future Directions (cont.)

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### *10. Establish Employer and Mature Worker Training throughout the State*

The Council will continue working closely with the Maricopa and Pima Community College Districts, as well as other key community colleges in Arizona, to develop trainings for both job seekers and employers seeking the Mature Worker Friendly Employer Certification. Barring resource cutbacks that could affect colleges' ability to participate, it is expected that training for mature workers and Arizona employers will become available through community colleges throughout the state next year.

### *11. Support Launch of the Falls Prevention Coalition*

The Council will support the Governor's Office on Aging in launching a Falls Prevention Coalition with the goal of improving older adults' access to falls prevention programming. Funding is provided to the Governor's Office on Aging from the Virginia G. Piper Charitable Trust.

### *12. Continue Advising the Governor and Legislature on Aging Issues*

In accordance with the purpose of the Council, the Council will continue to provide recommendations and advice to the Governor and Legislature on the needs and interests of older Arizonans. From budget priorities to elders' perspective on any type of legislation, policy makers can benefit from utilizing the Council as a source of non-partisan input on matters that affect seniors.

*As you can see, the Council has a lot on its plate in 2009, so we appreciate your ongoing support and involvement!*



# Conclusion

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Through the work of our very dedicated members and hundreds of community partners, the Governor's Advisory Council on Aging had many accomplishments in 2008, despite the economic downturn. We extend our appreciation to the state agencies that provide liaisons to the Council, as they provide valuable insight, information, and guidance to our work. The Council members would also like to express their sincerest appreciation and thanks to the staff of the Council and Governor's Office on Aging. Although they are small in number, the staff forms a highly dedicated and productive team that is passionate about the mission of the Council and embodies the values and collaborative spirit which have made so many accomplishments possible.

As the Council enters its 29<sup>th</sup> year, we are excited about where we have been and where we are going. We look forward to working with you in 2009 to ensure that Arizona's seniors continue to have the opportunity to live with dignity and independence throughout their lives. Your ongoing commitment to this goal is essential.

As always, if we can be of any assistance, please do not hesitate to contact our office at:



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