

# **Governor's Advisory Council on Aging**

## **2010 ANNUAL REPORT**



**George A. Evanoff, Chair**

# Purpose & Mission

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The Governor's Advisory Council on Aging's purpose by statute is 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." The Council'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, nonprofit organizations, private enterprises and older adults across Arizona to fulfill its purpose and accomplish its mission.



## GOVERNOR'S ADVISORY COUNCIL ON AGING

*George A. Evanoff, Chair*

*Joe Woods, Vice Chair*

January 14, 2011

Dear Governor Brewer, Speaker Adams, Senate President Pearce & Older Arizonans:

On behalf of the Governor's Advisory Council on Aging, I present you with the Advisory Council on Aging's 2010 Annual Report.

We are pleased that the Council received confirmation of our important role with the signing of HB 2026 extending the Governor's Advisory Council on Aging through June 2020. Thanks to the hard work and dedication of our Council members, liaisons, volunteers and staff, we continue to find effective ways to fulfill our purpose and achieve significant goals despite challenging times. Our valued partnerships with state agencies and community organizations remain vital to our success, and we are grateful for their participation and support.

Other Council achievements this year include the completion of the third cycle of Mature Worker Friendly Certified employers, the expansion of mature worker and employer resource information available through the Arizona Mature Worker website, the development of educational resources on the importance of oral health for older and vulnerable adults, support for the launching of the Arizona Fall Prevention Coalition and support of the Office on Aging's partnership with the Arizona Alzheimer's Consortium and the Alzheimer's Association Desert Southwest Chapter to offer caregiver sessions at the 2010 Arizona Alzheimer's Consortium annual conference. Additionally, the Council continued to share information with other states seeking best practices related to the Council's and the Governor's Office on Aging's efforts on behalf of older Arizonans.

As the Council looks forward to another decade of service, we remain committed to our role as a non-partisan voice for the more than 1,000,000 older Arizonans. We pledge continued efficiency and effectiveness.

We look forward to continuing our work with you during 2011, and appreciate your support in our efforts to enhance the quality of life for Arizona's seniors.

Sincerely,

George A. Evanoff, Chair

# Governor's Advisory Council on Aging 2010

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**George A. Evanoff, Chair**  
Pima County  
(Tucson)

**Joe Woods, Vice Chair**  
Maricopa County  
(Mesa)

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

**Noreen Nickerson-Cruz, Secretary**  
Maricopa County  
(Sun City)

**Kati Bates**  
Maricopa County  
(Phoenix)

**Marilyn Johnson**  
Mohave County  
(Kingman)

**Charles E. Brown**  
Cochise County  
(Sun Sites)

**Simone Kelsh**  
Pinal County  
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**Dana Campbell Saylor**  
Maricopa County  
(Phoenix)

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

**Allison Crissman Perrin, M.D.**  
Maricopa County  
(Glendale)

**Larry Woods**  
Maricopa County  
(Sun City West)

**Bernadine Hoffman**  
Maricopa County  
(Scottsdale)

**Karen Zanzucchi**  
Maricopa County  
(Phoenix)

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**The Council wishes to thank our agency liaisons:**

**Melanie Starns**  
DES

**Jill Harrison/Mary Lynn Kasunic**  
Arizona Area Agency Association

**Ramona Rusinak**  
ADHS

**P.J. Schoenstene**  
AHCCCS

**Pam Stevenson**  
Attorney General's Office

**Erin Klug**  
Insurance

**Mike Normand**  
ADOT

# Council Responsibilities

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The Governor's Advisory Council on Aging (Council) was authorized by legislation 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 is comprised of 15 members appointed by the Governor. To ensure comprehensive representation, 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 and Policy Coordinating Committee;
- The Mature Workforce Committee; and
- The Social, Health and Alzheimer's Committee.

Goals of the Council are largely accomplished through the work of these committees. Ad hoc committees are also created for special purposes and projects.

The Council's primary roles and responsibilities include:

- Review and approve the State Plan on Aging; monitor and evaluate implementation of the State Plan.
- Discuss and recommend actions to all state agencies on programs and policies which affect the Arizona senior population.
- Develop legislative priorities and advocate for such, both in respect to the Council's short-term and long-range plans and goals on aging.
- Actively facilitate the coordination of federal, state, local and private organizational policies and programs concerning services to older residents.

- Submit a written report of its recommendations regarding the State Plan on Aging as well as the Council's accomplishments and future goals to the Governor, the President of the Senate and the Speaker of the House of Representatives.
- Promote public understanding and acceptance of programs and services relating to the well being of the state's senior population.
- Be the official advocate for the seniors in the state and actively promote policies to further the well being of the state's seniors.

# 2010 Accomplishments

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In 2010, the Governor's Advisory Council on Aging succeeded in achieving its main goal of continuation through the sunset review process. The following are additional Council highlights:

**1. *Ensured Accomplishments Set Forth in the State Plan on Aging were Achieved –***

As part of its statutory purpose, the Council continued to work directly with the DES Division of Aging and Adult Services to monitor activities established in the State Plan on Aging. At the request of the Council, the Division of Aging and Adult Services provided on-going reports and updates at the 2010 Council on Aging's meetings.

**2. *Reviewed and Accepted the Federally-Required New Three-Year Cycle State Plan on Aging –***

As part of its statutory purpose, the Council monitored the development process for the new three-year cycle State Plan on Aging. Presentations to the Council regarding the gathering of public input through seven forums held across the state, the development of the new plan that incorporates the goals of Aging 2020, and changes made based on public input were provided by staff of the Division of Aging and Adult Services to the Council on Aging. The draft plan was provided for the Council's review and approval prior to submittal to the Governor. The State Plan on Aging 2011- 2014 was approved by the Council at the July 2010 meeting.

**3. *Provided Recommendations to the Governor and Legislature on Aging Issues –***

In accordance with its purpose, the Council continued to provide input to the Governor and Legislature on the needs and interests of older Arizonans. In 2010, the Council voted to formalize support of Proposition 100 based on input from constituents and conveyed that support in a letter to the administration.

**4. *Worked to Improve Oral Health Care for Seniors –***

As part of the implementation of the Council's Three-Year Oral Health Work Plan, an educational resource on the importance of oral health for seniors and vulnerable populations was developed and distributed statewide through the Council's Social, Health & Alzheimer's Committee. By leveraging resources from the Council's oral health partners, the electronic resource was developed and distributed at no cost. It is important to note that the efforts of this initiative continue to facilitate collaboration between governmental divisions, educational institutions, service provider organizations, dental associations and other entities in an effort to promote the importance of oral health for Arizona's seniors and vulnerable adults. A copy of the oral health fact sheet is provided as Appendix A.

**5. *Expanded the Focus on Transit Options for Older Adults –***

As part of the Council on Aging's effort to monitor the development and funding of transition options for older adults, research on older driver safety programs was initiated by the Council on Aging's Legislative and Policy Coordinating Committee with the intent of building awareness of this growing concern. Transportation options for older Arizonans remain an essential factor in maintaining one's independence in later life.

**6. *Continued to Provide the Legislative Update –***

In 2010, the Council continued to monitor state and federal legislation that impacts older adults. Through the *Legislative Update* – a free, non-partisan, electronic newsletter – the Council seeks to inform readers about the state and federal legislative process and help older Arizonans and aging advocates remain informed about legislative action as it pertains to them and in turn help them ensure their voices are heard.

**7. *Expanded Content on the Mature Worker Job Bank and Website –***

In 2010, the Council continued to provide resource information for mature workers, and a listing of mature worker employment related events throughout the state through the Arizona Mature Worker Website. In 2010, more than 292 events were posted in the first 11 months and visitors to the website were tallied to be over 184,000, with over 658,000 pages viewed by the visitors in the first eight months. The Arizona Mature Worker Website can be found at [www.azmatureworkers.com](http://www.azmatureworkers.com). Launched in partnership with Jobing.com - Phoenix, the site offers both a Job Bank and a listing of Resources for Arizona's mature workers. In 2010, the content expansion on the website included adding a resource section for Arizona employers, a goal identified by the Council when the website was originally planned.

**8. *Completed the Third Mature Worker Friendly Employer Certification –***

In partnership with the Governor's Office and the Arizona Departments of Commerce and Economic Security, 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 recognizing the skills and expertise that are brought to the workplace by mature workers, and managing the challenges of an aging workforce while creating employment opportunities for mature workers in Arizona. In the third year, the Council received 33 employer applications, and awarded 26 certifications to employers that completed all of the required certification elements. Certified employers include the State of Arizona, as well as other organizations of all sizes. A list of the 2010 Mature Worker Friendly Certified Employers is provided as Appendix B.

**9. *Partnered in the Continuing Work Being Done at the First Center for Workforce Transition in the Nation –***

In partnership with GateWay Community College and the Virginia G. Piper Charitable Trust, the Council supported the ongoing work 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 skill assessments, and helps workers obtain the skills they need to make their desired transition. Planning began in early 2010 for the Human Services Worker Paraprofessional Training Program and its launch took place in the summer of 2010. A Council staff member served on the new program’s Advisory Board and the Governor’s Office on Aging and Council on Aging hosted a student from Gateway Human Services Paraprofessional Training Program. The student’s work assisted with the Arizona Mature Worker Website employer resources.

***10. Developed Re-certification Employer Training Curriculum –***

The Council, in partnership with the Governor’s Office on Aging, continued the planning for the development of the curriculum needed to re-certify the first class of Mature Worker Friendly Employers. Plans are underway to re-certify the 2008 Employers in 2011. As part of the information gathered in planning the content, the 2008 Certified Employers were surveyed thru an electronic poll and a facilitated conference call. Employers’ requests for specific training content then directed the curriculum topics. Working with the Maricopa Community College District, Pima County Community College District and the Pima Council on Aging Mature Worker Connection, Council staff planned the content for the curricula to be used for the Employer Trainings. It was noted that the Employer Survey had a 70% response rate, with all but one of the respondents stating they will be seeking re-certification.

***11. Supported the Launch of the Arizona Fall Prevention Coalition –***

The Council promoted the launch of the Arizona Fall Prevention Coalition in early 2010 and the establishment of the Coalition’s website which helped to improve access to falls prevention programming and resources for older Arizonans. A Council staff member remains involved in the work of the Coalition.

***12. Continued Support of Educational Outreach Efforts on Hearing Loss –***

The Council assisted in the Arizona Commission for the Deaf and the Hard of Hearing efforts to disseminate written resources that support educational outreach efforts on hearing loss aimed at educating both service providers and older consumers. The intent of this collaboration is improving access to information, services and technology for older Arizonans who are deaf or have hearing loss.

# 2011 Future Directions

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The Governor's Advisory Council on Aging remains committed to making a difference in the lives of older Arizonans and will continue to find ways to leverage partnerships to accomplish goals in these difficult times. The Council will work on the following activities in 2011:

**1. *Monitor and Ensure Accomplishments Set Forth in the 2011-2014 State Plan on Aging are Achieved* –**

As part of its statutory purpose, the Council will continue to work with the DES Division of Aging and Adult Services and the Area Agencies on Aging to monitor expenditures and activities established in the 2011-2014 State Plan on Aging, as required by federal law, and help ensure results that are in line with established plans and fiscal priorities activities established in the State Plan on Aging. In addition, the Council will support the Governor's Office on Aging's monitoring of strategies and action steps related to the Alzheimer's Priority Plan contained within the State Plan on Aging 2011-2014.

**2. *Provide Opportunities for Older Arizonans and Legislators to Share Information* –**

In line with its biennial commitment and in lieu of recent events, the Council will determine the best way to offer opportunities for older Arizonans and advocates to share concerns, viewpoints and exchange input with their legislators in 2011 as part of the Council's traditional Senior Action Day activities. Direct input from seniors collected through this process is consistently used to help shape the Council's priorities and future directions.

**3. *Provide the Legislative Update e-newsletter* –**

The Council will continue to monitor state and federal legislation that impacts older adults and report this through the electronic non-partisan *Legislative Update e-newsletter*. The intent of the newsletter is to inform readers about the state and federal legislative process, and help older Arizonans and aging advocates remain informed so that they can work to ensure their voices are heard.

**4. *Improve Oral Health Care for Frail Seniors and Vulnerable Adults* –**

With a focus on early intervention strategies for the most vulnerable, the Oral Health initiative of the Council on Aging's Social, Health & Alzheimer's Committee will continue to work on improving oral health care for Arizona's frail seniors and vulnerable adults. Oral health education for caregivers and older adults as well as advocacy on federal, state and local oral health issues affecting Arizona's frail seniors and vulnerable adults will be priorities in 2011.

- 5. *Award Employers with the Mature Worker Friendly Employer Certification –***  
The Council will continue to promote mature worker friendly work environments by awarding employers that take the necessary steps to become designated with the Mature Worker Friendly Employer Certification. In addition to certifying employers new to the process, the Council will be accepting applications from those employers initially certified for a two-year time frame and wishing to re-certify as a Mature Worker Friendly Employer. It is the intent of the Council to offer re-certification for both 2008 and 2009 Mature Worker Friendly Employers during 2011.
- 6. *Continue Development of the Mature Worker Job Bank and Resource Website –***  
The Arizona Mature Worker Website, hosted by Jobing.com and maintained by the Council and the Department of Economic Security, will continue to offer valuable information and resources for mature workers and employers wishing to attract and retain members of the mature workforce in Arizona. The Council will continue to collect valuable resource information for both employers and mature workers from counties throughout Arizona in order to further enhance the usefulness of the Mature Worker Website and coordinate blogs as part of outreach efforts to mature workers.
- 7. *Work with the Maricopa Workforce Connections One Stops to Enhance Assistance to Mature Workers with Employment and Training Needs –***  
As a priority for the Mature Workforce Committee, the Council will research employment and/or training services available to Arizona’s mature workers and provide the information to the One Stops. Information will include the direct care workforce and Senior Community Service Employment Program (SCSEP) opportunities.
- 8. *Build an Older Driver Safety Awareness Program –***  
As part of the priorities for the Legislative and Policy Coordinating Committee, the Council will continue to research older driver safety programs and provide educational presentations and updates. In addition, the Council will research and compare legislation from various states impacting older drivers as part of an effort to build an older driver safety awareness campaign and develop legislative recommendations.
- 9. *Support the Arizona Caregiver Coalition’s Development of the Respite Care Network –***  
The Council on Aging will promote the Coalition’s efforts to build one point of contact for respite resources and information including the establishment of a caregiver hotline by disseminating information through the Council’s standing committees. In doing so, the Council will strive to inform committee members of opportunities to participate in the Coalition’s conferences, educate others on respite opportunities and help establish a community-based resource site.
- 10. *Continue Support of Educational Outreach Efforts –***  
The Council will continue to support the Arizona Commission for the Deaf and the Hard of Hearing efforts to disseminate written resources that support educational

outreach efforts on hearing loss aimed at educating both service providers and older consumers. The Council will continue to support the mission of the Arizona Fall Prevention Coalition to reduce the risk of falls by older Arizonans through education, awareness, and outreach focused on three essentials of fall prevention: medication management, physical activity, and home and environment modification.

***11. Provide Input to the Governor and Legislature on Aging Issues –***

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

# Conclusion

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Thanks to the work of our very dedicated Council members, hundreds of community partners and staff, the Governor's Advisory Council on Aging was able to achieve our goals and fulfill our purpose in 2010. We are grateful for the opportunity to serve as the internal, non-partisan sounding board for the Governor and the Legislature on all matters related to aging and we look forward to working with you in 2011.

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

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