On the Forefront of Change: Campaigns to Create a Brighter Future for Older Adults
Janice Daku, Elder Services Program Manager, WMCA
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Before National Neighbors Silver...

- WMCA contracts with 10 community action agencies to address elder’s **home repair needs** statewide

- **Program** focuses on low-income elder-owned single-family homes

- **Goal**: maintain **low-income** elder independence

- **Program success**: Served over **2,200** elders and leveraged more than **$11 million in home investment** to date
The need in Maine...

- People 65+ in Maine will more than double by 2020.

- Every day an elder remains at home, tax dollars are saved: $140/day per person.

- 80% of Maine elders own their home…

- 56% live in rural areas.
The need in Maine…

• One of every 5 elders 70+ are nursing home eligible.

• One-third of the seniors in Maine have incomes below 50% of median.

• Energy assistance and home repairs are the two greatest needs for low-income elder homeowners.

• 8.5% of Maine elders live in poverty.
Core “Keeping Seniors Home” Services

• Home safety assessments

• Home repairs & modifications for accessibility

• Home rehabilitation plans

• Leveraged home investments

• Needs-based connections to additional resources
A Brighter Future: National Neighbors Silver

• Increased capacity at the community level!!!

• Creation of the Franklin County Elder Independence Task Force

• Integration with existing elder services

• Foreclosure prevention counseling for older adults
Franklin County Elder Independence Task Force
A Brighter Future: National Neighbors Silver Impact in the First Year...

Franklin County Elder Independence Task Force issues final report and makes recommendations:

- Change to **advisory board** with **working groups**
- Establish a **volunteer-based system** involving eldercare organizations and networks
- Increase number of older adult volunteer ambassadors to help elders maintain independence at home
- Focus on **banking, financial literacy, and supportive transportation** as capacity increases
A Brighter Future: National Neighbors Silver Impact in the First Year...

Volunteer Management

- Training and support, supervision, training manual/reference guide, volunteer recruitment

Partner Identification/Recruitment

- Identify and recruit older adults as working group members
- Ensure broad range of life experience and passion for civic engagement

Finance and Marketing

- Fundraising to sustain NNS; educational community forums; outreach to build ambassador network
Replicate the Carrabassett Valley model in Rangeley, Maine

Cvalleynetwork.org
- Elder-focused Community-based website
- Connecting seniors to info about local activities

Good Morning Calls
- Daily check-in calls to seniors and help with transportation or other needs

Volunteer NNS Ambassadors as resources
- Provide neighbor-to-neighbor information on key issues: financial literacy, predatory lending, benefits check-ups
Carrabassett Valley Website Home Page

Carrabassett Valley Network
connecting the valley...

Free tax preparation help for CV seniors

A Just Economy:
BUILDING COMMUNITY PROSPERITY FROM THE GROUND UP
2013 NCRC ANNUAL CONFERENCE - MARCH 20-23, 2013
A Brighter Future: National Neighbors Silver

Completion of the NNS Reference Guide/ Training Manual

- Reference Guide for Older Adult Volunteers
  - Volunteer training curriculum
  - National Neighbors Silver White Papers and Informational sheets
  - Town-by-Town listing of age-friendly businesses and community resources
  - Topic-by-Topic cross references for services older adults need to maintain independence at home
A Brighter Future: National Neighbors Silver
More Next Steps…

• Hold **Community Forums** in towns throughout Franklin County

• Continue to **build network** of NNS volunteers

• Continue to **involve NNS ambassadors** in advocacy and policy initiative work at the state and federal level

• **Build on each success** and strengthen efforts for sustainability
A special Surprise at the December Meeting!
Volunteers helped this rural Franklin County couple with home repairs and energy conservation.
Thank You.........
To follow up with the speaker:
Janice Daku, Elder Services Program Manager, WMCA
207-860-4461 or jdaku@wmca.org

Presentations will be available at www.ncrc.org/conference/
by March 29, 2013