



COMMONWEALTH of VIRGINIA
Department for the Aging

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AAA TUESDAY E-MAILING
November 15, 2011

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Note: The web addresses (links) in this document may change over time. The Department for the Aging does not attempt to refresh the links once the week has passed. However, this document is maintained on the web for a period of time as a reference. Some links may require registration.



12-44

COMMONWEALTH of VIRGINIA
Department for the Aging

MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

AND: Nutrition Directors
Health Promotion and Disease Prevention Coordinators

FROM: Elaine S. Smith, MS, RD
Program Coordinator

DATE: November 15, 2011

SUBJECT: Loudoun County Fall Prevention Activity

Below is a link to the newest Loudoun AAA video (labeled Fall Prevention video) in which Loudoun AAA collaborated with INOVA Loudoun Hospital and the Northern VA Fall Prevention Coalition to conduct a Fall Risk Screening event on September 20, 2011 at the Cascades Senior Center. Registration was limited to 60 seniors – all spots were filled. Other AAAs might be interested in seeing and replicating this event. The next Loudoun County event will be held on November 15 at the Carver Senior Center. Bi-monthly events will follow at two other senior centers.

http://loudoun.granicus.com/ViewPublisher.php?view_id=15

If you have any questions or comments, please feel free to contact:
Dr. Lynn A. Reid
Director, Loudoun County Area Agency on Aging
703-777-0388
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12-45

COMMONWEALTH of VIRGINIA
Department for the Aging

MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Tim Catherman, Director of Administrative Services

DATE: November 15, 2011

SUBJECT: Director and Board Notes – Board and Council Advocacy

The two months before the General Assembly starts is a good time to meet with the local representatives. Although keeping in touch with your representative should be done year round, November and December are two months where people are reminded of the importance of family and traditions. Many legislators have aging parents and become concerned about their needs. This may open a door to providing assistance and to educate them on the work your agency performs.

There is a difference between lobbying and advocacy. **Lobbying** is normally the practice of trying to persuade legislators to propose, pass, or defeat legislation or to change existing laws. **Advocacy** is a much broader range of activities. It is the process of developing support for or recommendation of a particular cause or policy.

On the one hand with regard to lobbying, AAAs may not use any federal funds or local match to be paid, to any person for influencing or attempting to influence an officer or employee of Congress in connection with the awarding of a federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract or grant. There are further IRS requirements on 501(c)3 organizations regarding lobbying.

On the other hand, AAAs are required by the Older Americans Act to serve as the public advocate for the development or enhancement of comprehensive and coordinated community-based systems of services in each community throughout the planning and service area. This includes: commenting on all policies, programs, hearings, and community actions which affect older persons; soliciting comments from the public on the needs of older persons; and representing the interests of older persons to local level and executive branch officials, public and private agencies or organizations.

It is important for the agency to establish a consistent message to communicate. The Executive Director is knowledgeable of national and state advocacy efforts organizations through organizations such as the National Association of Area Agency on Aging (N4A) and the Virginia Association of Area Agencies on Aging (V4A).

The development of a communication plan is important. Legislators and county and city leaders are more likely to respond if they hear a unified constant theme. Here are few discussion points to get started:

- Does your agency have a 30 second speech that you can give? What are the sound bites that will be remembered?
- What is the vision of aging in your community and your agency's role in achieving the vision?
- More specifically what are the needs of the elderly? These are often derived from the agency's strategic plan.

Your agency needs to be the voice of aging for your community. Good luck!



12-46

COMMONWEALTH of VIRGINIA
Department for the Aging

MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Kathy Miller, Director of Programs

DATE: November 15, 2011

SUBJECT: Pertussis Vaccination for Older Adults

What is pertussis?

Pertussis, also known as whooping cough, is a disease, characterized by severe coughing, caused by the bacterium *Bordetella pertussis*. The disease can be very serious in children less than 1 year of age where it can cause lung infections and, less often, seizures or inflammation of the brain. In rare cases, pertussis can result in death in children less than 1 year of age.

Who gets pertussis?

Pertussis can occur at any age, but vaccination reduces the risk. It most commonly occurs in very young children who have not been vaccinated. Pertussis can also occur in older children and adults, where it can cause milder illness that may not be diagnosed. Siblings, parents and other relatives with pertussis could spread the disease to young children who are more susceptible to complications.

What are the symptoms of pertussis?

The symptoms of pertussis occur in stages. The first stage begins like a cold, with a runny nose, sneezing, mild fever, and cough. The cough lasts 1-2 weeks and then worsens. The second stage includes uncontrolled coughing followed by a whooping noise when the person breathes in air. During these severe coughing spells, a person may vomit, or their lips or face may look blue from a lack of oxygen. Between coughing spells a person may appear well. This stage may last 4-6 weeks. The last stage is where symptoms begin to disappear.

How is pertussis spread?

The bacterium that causes pertussis is found in the nose and throat of infected people. These bacteria spread through the air in droplets produced by sneezing and/or

coughing. Persons in the early stage of illness are the most contagious. Antibiotics will shorten the length of time the illness can be spread – children should be kept out of childcare until they have been treated with antibiotics for at least five days and are well enough to return.

How soon after exposure do symptoms appear?

Symptoms usually appear between 4 and 21 days after exposure to someone with the illness. If a person is exposed to pertussis, antibiotic treatment may help prevent or lessen the disease.

How can pertussis be prevented?

Pertussis can be prevented by immunization with pertussis vaccine. Pertussis vaccine is given at 2, 4, 6, and 15 months of age, and when a child enters school. Current recommendations also advise that persons 11–18 years of age should receive a single booster dose of pertussis vaccine, preferably at 11–12 years of age. **Adults may also receive a single booster dose of pertussis vaccine, if they have not previously had a booster.** Household members and close contacts of a person with pertussis should be treated with antibiotics, whether or not they have been immunized. If started early, this may prevent illness or make it less severe.

What is Tdap?

Tdap is the first vaccine licensed for adolescents and adults that protects against Tetanus, Diphtheria and Pertussis. **Adults 65 and older who have close contact with an infant younger than 12 months (including women who may become pregnant) and have not previously received Tdap, should receive one dose.** They need to contact their healthcare provider to see if a booster dose is recommended.

For more information about pertussis, please refer to the Centers for Disease Control and Prevention website at:

<http://www.cdc.gov/pertussis/>



12-47

COMMONWEALTH of VIRGINIA
Department for the Aging

MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Tim Catherman, Director of Administrative Services

DATE: November 15, 2011

SUBJECT: Virginia's Combined Virginia Campaign

This is the time of the year when Virginia state employees are encouraged to contribute to Virginia's Combined Virginia Campaign (CVC). In looking through the list of participating organizations, we noticed eight AAAs were listed. They are:

- Mountain Empire Older Citizens
- Appalachian Agency for Senior Citizens
- LOA Area Agency on Aging
- Valley Programs for Aging Services
- Jefferson Area Board for Aging
- Bay Aging
- Senior Services of Southeastern Virginia
- Eastern Shore AAA – Community Action Agency

We looked into the requirements and process to become a participating agency. If you decide this is something you would like to pursue, attached is a one page description of the process.



IMPORTANT INFORMATION FOR PROCESSING CVC CHARITY APPLICATIONS

How to apply to be a CVC member charity – A Checklist

- Make sure you are a 501C3 charity. This is issued through the IRS.
- Make sure you are registered with the Va. Department of Agriculture and Consumer Services- VDACS (Charitable Solicitation forms can be located at: <http://www.vdacs.virginia.gov/allforms.shtml>)
- Beginning February 1 of each year, returning charities will receive an access code/PIN for the website. It is needed to enter your application on-line between March 1 and April 30. If you have not received a code by February 15, please email the campaign at CVCStaff@dhrm.virginia.gov
- Have a copy of your most recent (less than 18 months old, preferably current year) IRS form 990
- You will need to enter a few numbers into the application. Applications are only accepted in an electronic format between March 1 and April 30.
- Each charity must complete an Electronic Business Agreement, sign it, and mail the original to: CVC, 101 N. 14th Street – 12th Floor, Richmond, Virginia. This is only required one time unless your 501C3 code or VDACS code changes.

Assuming there are no issues with any of the above, you will become part of the campaign. Your operating expenses must be 25.01% or less to remain in the campaign year after year and you need to fill out a new application each year.

If you are a returning charity, you must have received at least \$500 in designations in the previous year's campaign to remain in the next year's campaign. Some charities are also affiliated with a federation of charities (a United Way, Global Impact, or others). Charities need to work with their federations to determine if it is beneficial to your charity to apply with the CVC independently, to file through their federation, but **NOT both**.

All charities that complete applications by April 30th will be notified by mail of their acceptance or reason for rejection by May 15th. Appeals may be made through May 31st. Let us know if you have any questions along the way. Visit our website at www.cvc.vipnet.org Commonwealth of Virginia Campaign