



VDA WEEKLY E-MAILING
November 19, 2013

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NASUAD Friday Update

Cecily Slasor, Administrative Support

<http://archive.constantcontact.com/fs163/1109249143446/archive/1113206599203.html>

ACL Newsletter

Cecily Slasor, Administrative Support

<http://www.acl.gov/NewsRoom/eNewsletter/Index.aspx>

Note: The web links in this document may change over time. DARS-VDA 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.



Profile of Dr. Thelma Bland Watson in Richmond Times Dispatch

Amy Marschean, JD, Senior Policy Analyst

This past Sunday, the Richmond Times Dispatch included a wonderful profile of Senior Connections Executive Director Dr. Thelma Bland Watson. A link to the article is included below.

http://www.timesdispatch.com/business/health/leading-voice-for-vintage-virginians/article_1ed20e83-9ffb-5de7-a268-b3045b7a688b.html



[Institute for Strategic Funding Development](#)

Two - Day Strategic Grant Development Workshop (Sponsored)
To be held at: **University of Richmond**

Richmond, Virginia
December 12 - 13, 2013 8:30AM ~ 5:00 PM

CFRE Accredited Course for 15 contact hours or 15 Continuing Education Points! Participants completing the workshop will receive the following: a Certificate of Completion accredited by CFRE, grant funding CD, bonus fundraising CD, expert grant training instruction from industry leaders. Visit our website or call (877) 414-8991 to [sign up now](#).

The strategic grant writing development workshop is designed to teach the basics of grant writing for individuals seeking to enhance their grant writing abilities. It provides a comprehensive overview of effective grant development techniques, including: finding best fit funding sources, creating innovative programs, and planning for funding sustainability.

Attendees of the Strategic Grant Writing Development will learn the following:

1) Strategic Grant Research - Through interactive exercises, discussions, applicable research assignments and individual consultations, you will learn how to strategically identify



appropriate funding agencies. This course will expose you to database applications, online research tools, as well as traditional publications that contain information about multiple grant opportunities.

2) Strategic Program Planning - Planning a winning proposal requires developing ideas that are clear, significant and compelling. Your ideas must not only meet the criteria of a grant maker, but they must also demonstrate your in-depth knowledge about a grant maker.

Effectively strategizing your proposal idea is what this workshop will emphasize.

3) Strategic Proposal Writing - Preparing a successful written proposal requires an organized, systematic approach to effectively convey your story. It demands disciplined strategies to align your content to what a grant maker is looking for. This workshop provides a step-by-step writing process to deal with any and all application requirements.

4) Strategic Proposal Submittal Process - Tip and strategies to ensure that you follow the proper protocol and best practices on grant proposal submittals. Learn the best tips and tricks to increase your chances of getting your grant successfully approved.

Tuition for our Two-day grant writing workshop is **\$498** per person, with a **\$25** off discount for early sign-ups (10 business days or more before the workshop). Each participant will receive the following:

* [ISFD](#) Certificate of Completion accredited by CFRE with 15 Continuation Education Units (CEU) or 15 Contact Hours

* Strategic Grant Writing Development Proposal Workbook and Bonus Materials, Fundraising & Research CD

* On-Going Consulting Services with [ISFD](#) Instructors & Staff

Registration:

1) [Online](#)

2) Phone - Call us at (877) 414-8991. An [ISFD](#) consultant will assist you with your registration and answer any questions.

Senior Hunger: The Hidden Problem and How You Can Help

Tim Catherman, Director Aging Operations



Senior Hunger: The Hidden Problem and How You Can Help

November 21, 1:30 Eastern Time

About the Webinar

A growing number of older Americans are struggling with one of life's most basic needs: getting enough to eat. Yet, only one in three older adults who are eligible for SNAP (Supplemental Nutrition Assistance Program) actually uses this program. In this timely program, we examine a hard reality: senior hunger in your communities. And we ask how you and your organization can help change things for the better.

Our presenter for this briefing will be **Lura Barber**. Lura is Senior Policy Analyst with National Center for Benefits Outreach and Enrollment, where she is responsible for leading and expanding NCOA's initiatives to increase SNAP participation among vulnerable and low-income seniors. She will be joined by **Conor McGovern**, Senior Research Associate with National Center for Benefits Outreach and Enrollment, whose work connects demographic research with policies and programs that improve the well-being of older adults.

The goals for this briefing include giving you a better grasp of . . .

- the problem of hunger among older persons in your community and what some of the root causes are;
- the major programs in place to deal with food insecurity and some of the reasons they are underused by seniors;
- how recent changes to the program will affect your senior and disabled clients; and
- strategies and best practices community-based organizations can use to help address this growing problem more effectively at the local level.

Webinars in this series are free. Registration is first come, first served.



[REGISTER NOW!](#)

U.S. Senate Aging Committee Launches Fraud Hotline and Senior-Friendly Website

James A. Rothrock, Commissioner

FYI – the Aging Committee launched a new fraud hotline and senior-friendly website today. Feel free to distribute widely to your membership lists to help get the word out about these important new resources.



United States Senate

Special Committee on Aging

Sen. Bill Nelson (D-FL), Chairman

Sen. Susan M. Collins (R-ME), Ranking Member

<http://www.aging.senate.gov>

SENATE AGING COMMITTEE LAUNCHES NEW ANTI-FRAUD HOTLINE, ENHANCED WEBSITE TO ASSIST SENIORS

WASHINGTON, DC – If you or someone you know suspect you've been victim of a scam or fraud aimed at seniors, the U.S. Senate Special Committee on Aging has set up a new toll-free hotline to help.

The hotline was unveiled today to make it easier for senior citizens to report suspected fraud and receive assistance. It will be staffed by a team of committee investigators weekdays



from 9 a.m. to 5 p.m. EST. The investigators, who have experience with investment scams, identity theft, bogus sweepstakes and lottery schemes, Medicare and Social Security fraud, and a variety of other senior exploitation issues, will directly examine complaints and, if appropriate, refer them to the proper authorities.

Anyone with information about suspected fraud can call the toll-free fraud hotline at 1-855-303-9470, or contact the committee through its website, located at <http://www.aging.senate.gov/fraud-hotline>.

As chairman and ranking member of the committee, Sens. Bill Nelson (D-FL) and Susan Collins (R-ME) have made consumer protection and fraud prevention a primary focus of the committee's work. This year the panel has held hearings examining Jamaican lottery scams, tax-related identity theft, Social Security fraud and payday loans impact on seniors.

"If you're contacted about an offer that sounds too good to be true, then it probably is," Nelson said. "This new hotline will give seniors a resource to turn to for assistance if they think they've been victimized or have questions about fraudulent activities."

"Ensuring that seniors are as equipped as possible to avoid becoming victims of fraud and other scams is among our committee's top priorities," said Collins. "This new hotline offered by the Senate Special Committee on Aging will help to identify and put a stop to the cruel scams that hurt seniors and their families."

The hotline's unveiling also coincides with the committee's launch of an enhanced senior-friendly website. The site's new features include large print, simple navigation and an uncluttered layout that enables seniors to find information more easily and conveniently. Online visitors can also increase text size, change colors or view a text-only version of the site.

To view the new website, visit www.aging.senate.gov.

Katie Rubinger
Staff Assistant
Senate Special Committee on Aging
Katie_Rubinger@aging.senate.gov
202-224-5364



DARS Job Descriptions

James A. Rothrock, Commissioner

Following up on a request from the V4A, I am providing a listing of DARS central office staff with brief job descriptions. The divisions included in this listing are Community Based Services, Adult Protective Services, Fiscal, and Communications.

Information for Caregivers

Ellen M. Nau, Program Coordinator

1. Virginia Caregiver Coalition Meeting Thursday November 21, 2013 9:15 AM
Lawrie Parker, Guest Speaker, Mediation for Family Members

Access the Meeting at any of the following sites:

| | | |
|----------------------------|--|--|
| Julia Trivett Dillon | MEOC - Big Stone Gap | jtrivett@meoc.org |
| Sissy Frye | District Three Senior Resources - Marion | sfrye@smyth.net |
| Christian Thomas (LOA) | Blue Ridge Independent Learning Center Roanoke | casemgt@loaa.org |
| Stacy Hanssen | James Madison University Harrisonburg | Hanssens@jmu.edu |
| Chris Miller | Fauquier Health Department Warrenton | cmiller@agingtogether.org |
| Lynnette Scott (Rapp-Rapp) | Madison Health Department Madison | lscott@rrcsb.org |



| | | |
|--|---|--|
| Lucy Gerland (Fairfax AAA) | Fairfax County AAA./DFS Fairfax | Lucy.Gerland@fairfaxcounty.gov |
| Ellen Nau (DARS) | DARS/VDA Conference Room Henrico | Ellen.Nau@dars.virginia.gov |
| Judy Hutchinson (PAA) | Newport News Health Department Newport News | Sw3@paainc.org |
| Joan Bender (Colonial Heritage Foundation) | Williamsburg Health Department Williamsburg | Joanbender1@cox.net |

- 2. Support Groups Across the Commonwealth for Individuals with Brain Injuries and Their Families.** DARS has an outstanding program for Brain Injured Individuals led by Patti Goodall, Ed.S., CBIST Manager, Brain Injury Services Coordination (BISC) Unit. Patti.Goodall@dars.virginia.gov

Patti works closely with the Brain Injury Association of Virginia led by Anne McDonnell. Christine Baggini is the statewide Resource Director for the Brain Injury Association. christine@biav.net.

A list of support groups is attached to this Tuesday Mailing.

3. Funding Sources

The Harry & Jeanette Weinberg Foundation offers capital grants for qualified organizations that provide services in: Older Adults; Workforce Development;

Basic Human Needs and Health; Disabilities, Education, Children, Youth and Families; and General Community Support. Letters of Intent received on a rolling basis. [Read more.](#)

The Retirement Research Foundation has released a request for proposals to fund initiatives that improve access to quality community-based and long-term services and supports. **Deadline: Feb. 3, 2014.** [Read more.](#)



4. Washington Post Caregiving in America Forum

The forum featured perspectives from a number of caregiving and aging experts (including National Alliance for Caregiving Board Member, Marcus Grindstaff of

Intel-GE Care Innovations). To view the videos (each about 4 minutes long), [please click here](#). *For national and state events for National Family Caregivers*

Month, please visit www.caregiving.org. You can also join NAC online Twitter conversation using the hashtag [#CareImpact](#).

- 5. From Consumer Voice: Meeting of the Family Member Focus Group** will take place by telephone on a toll-free conference line **this Thursday, November 21st, 2013 from 3:00-4:00pm ET**. Participants will be joined by other family members and Consumer Voice staff. will ask questions, which participants will receive ahead of time, and then give participants an opportunity to respond.

If you know someone who has a loved one receiving long-term services and supports in any setting, please pass this info along! They can click [here](#) to register for the call. If they have any questions, they can contact Sara Cirba at scirba@theconsumervoice.org or at 202-332-2275 x 221 or toll-free at 866-992-3668.

6. Consumer Financial Protection Bureau's Office for Older Americans Releases New Tools for Caregivers

<http://www.consumerfinance.gov/blog/managing-someone-elses-money/> The Consumer Financial Protection Bureau's Office for Older Americans recently released four, easy-to-understand booklets to help caregivers. The *Managing Someone Else's Money* guides are designed to assist court-appointed guardians, trustees, and government benefit fiduciaries (Social Security representative payees and Veteran Affairs fiduciaries).

- 7. NCOA recommends Benefits Check Up!** See the Benefits Check Up article on Help for Caregivers. Go to the Benefits Check Up Website for further information.

<https://www.benefitscheckup.org/find-help/>

National Evaluation of the TitleIII-C Elderly Nutrition Services Program (ENSP)

Elaine S. Smith, MS, RD, Program Coordinator



National Evaluation of the Title III-C Elderly Nutrition Services Program (ENSP)

The Administration for Community Living (ACL) is sponsoring a National Evaluation of the Title III-C Elderly Nutrition Services Program.

OBJECTIVES

Information from the ENSP evaluation will:

- Support program planning and program operations
- Address program efficiency and costs
- Examine program impact on diet quality, food insecurity, socialization, and health outcomes

PARTICIPANTS

Phase 1: All State Units on Aging (SUAs), 300 Area Agencies on Aging (AAAs), and 200 Local Service Providers.

Phase 2: 1200 program consumers at 200 local service providers and 1200 non-consumers.

DATA COLLECTION

Phase 1: SUAs, AAA's, and Local Service Providers will complete a survey about policies and practices related to the ENSP, organizational structure, program resources, and funding. Mathematica researchers will work closely with staff at local service providers to obtain information their costs in providing nutrition services.

Phase 2: Congregate and home-delivered consumers and non-consumers will be interviewed about their characteristics, program participation, and nutritional intake. Mathematica staff will ask Local Service Providers about meals served in the Elderly Nutrition Services Program.

CONFIDENTIALITY

Mathematica is committed to protecting the security of all study data, and will only report results in summary form. We will not identify the responses of individuals or agencies.



TIMELINE

Phase 1 will begin in Fall 2013, and Phase II will begin in spring 2014.

To learn about components of the evaluation, please see the videos.

- [General Evaluation Overview-Video 8 Minutes](#)
- [The Role of SUAs-Video 8 Minutes](#)
- [The role of AAAs-Video 8 Minutes](#)
- [The role of Local Service Providers-Video 8 Minutes](#)

Announcement flyers are also attached.

ACL NATIONAL EVALUATION CONTACT

Susan Jenkins • 202.357.3591 • Susan.Jenkins@ACL.HHS.Gov



Community Based Services Staff

The DARS Community Based Services Division administers several programs that support individuals with significant disabilities to maximize their independence, employment, and full inclusion into society. Individuals do not have to be recipients of Vocational Rehabilitation services to be eligible for the CBS Division programs, which include Brain Injury Services Coordination; Community Rehabilitation Case Management Services; Independent Living Services, and Personal Assistance Services.

Mary-Margaret Cash – Assistant Commissioner for Community Based Services

Provides leadership and direction for the Community Based Services Division. Ensures staff support for the Commonwealth Neurotrauma Initiative Trust Fund Advisory Board, the Statewide Independent Living Council and the Virginia Brain Injury Council.

Marcia DuBois - Livable Communities Coordinator

Serves as the DARS liaison for housing and transportation, provides program support for departments within the Community Based Services Division, is responsible for promoting *Virginia's Blueprint for Livable Communities* and provides technical assistance and monitoring of community based programs and partners. Duties include: promote livable communities concepts; maintain the *Blueprint* website; represent DARS in housing and/or transportation planning and policy meetings and disseminate related information; conducts compliance reviews for Centers for Independent Living (CILS); provides assistance in monitoring brain injury programs as needed; provides assistance in monitoring the transportation and housing portions of VDA reviews of Area Agencies on Aging; offers technical assistance and training to community programs; and assists with capacity building of non-profit boards.

Patricia Goodall – Manager, Brain Injury Services Coordination Unit

Is responsible for program oversight of \$4 million in state-contracted brain injury services statewide (10 organizations, 13 programs). Provides staff and support to the Virginia Brain Injury Council, the Commonwealth Neurotrauma Initiative Trust Fund (advisory council and grants program), and the Brain Injury Direct Services Fund. Serves as Project Director for a five-year federal Traumatic Brain Injury Grant. Provides technical assistance and training to agency staff, contractors, professionals, consumers, and families. Works collaboratively with other state agencies and community partners to raise awareness of the needs of approximately 88,000 Virginians with acquired brain injury, including 93,000 individuals with stroke.

Rhonda Jeter - Statewide Independent Living Council (SILC) Administrator

Facilitates and supports Council activities in the development, implementation, and monitoring of the three year State Plan for Independent Living (SPIL), coordinates needs assessments and public commenting activities that collect information from stakeholders to include in the SPIL, makes logistical arrangements for Council meetings, ensures that all meetings are accessible to individuals with disabilities by making arrangements for reasonable accommodations as requested, ensures that regularly scheduled meetings are open to the public, develops the minutes from all meetings, posts minutes to the SILC website, provides documentation of significant outcomes, submits yearly performance reports to the Rehabilitation Services Administration, and schedules orientation and training for newly-appointed members.

Theresa Preda – Director of Independent Living

Provides program compliance, fiscal monitoring, evaluation and technical assistance to the 15 Centers for Independent Living and 5 Satellite Centers. Has oversight for 32 grants to the CILs. Monitors reports, oversees data collection requirements, makes funding and allocation decisions and oversees the Site Visit process. Responds to State and Federal concerns as they arise and ensures that reporting requirements and funding needs are met.

Carolyn Turner - Manager of Community Rehabilitation Case Management Services

This program provides services to individuals with significant physical and sensory disabilities. CRCMS Rehabilitation Specialists assist persons with disabilities and their families to obtain needed specialized services, as well as increase their skills in accessing services, such as assistive technology, education, financial/legal supports, housing supports, independent living services, individual/family counseling, job training/placement, medical treatment/ services, social/recreational/leisure opportunities, respite/day services, support groups, transportation and other services.

Carolyn is also the **Manager of the Personal Assistance Services Program (PAS)**. PAS enables individuals with significant physical or sensory disabilities to continue to live independently in the community by providing funding to hire personal attendants. These attendants provide a range of non-medical services that assist with daily living activities, such as bathing, transferring, eating, dressing or other physical activities. This program is a consumer-directed model, in which the consumer recruits, hires, schedules, and self-manages his/her personal care services.

Adult Protective Services Division (APSD)

The APS Division supervises and provides guidance to Adult Services, APS and Auxiliary Grant programs at 120 local departments of social services (LDSS), in coordination with the Virginia Department of Social Services.

Gail Shea Nardi - Division Director

Provides leadership, strategic direction, management, supervision and support to Division staff members and the Adult Services, APS and Auxiliary Grant programs. Develops and manages administrative and program budgets and allocations to local agencies. Manage the development, maintenance and implementation of program legislation, regulations and policy. Monitor local

agency compliance and performance. Keep abreast of state and national initiatives, trends, legislation and innovative practices. Maintain strong collaboration and communication with state and local DSS leadership, partner agencies and other stakeholders. Support the Commissioner in tracking and advocating for legislation impacting Department programs and priorities and in achieving Department goals.

Tishaun Harris-Ugworji - Program Consultant and Auxiliary Grant Specialist

Provide consultation, policy interpretation, technical assistance and training to LDSS, assisted living and adult foster care providers, interagency partners, constituents and the public on the Auxiliary Grant (AG) Program. Oversees AG certification and provider agreement compliance. Develops and maintains AG regulations and policy and assist with legislation and budget development. Responds to constituent and local agency questions and concerns regarding AS/APS policy and practice. Represents the Division and Department on state committees, boards and workgroups and deliver presentations in state and public forums.

Paige McCleary - Program Consultant and AS/APS Policy Specialist

Analyzes and revises Division policies and regulations. Reviews and monitors proposed state legislation that may impact Division. Prepare Division annual program reports and statistical analyses. Assists in development of the Division's case management and reporting system. Develops ad hoc statistical reports for local departments of social services. Provides technical assistance on regulations and policies to regional consultants and provide Division information requested by community partners and stakeholders. Represents the Division and Department on statewide initiatives.

Venus Bryant - Administrative Assistant

Provides program and administrative support for nine APS Division staff, including budgeting; purchasing and billing; invoicing; arranging computer, software and telecommunications support; maintaining staff contact information and assignment lists; document preparation; telephone reception and forwarding; tracking of constituent correspondence; staff travel arrangements; and maintaining office supplies.

Adult Protective Services Regional Program Consultants:

Provide supervision, consultation, technical assistance, training and support to 120 local Adult Services and APS staff to promote efficiency and accountability and enhance service delivery to consumers in the region. Provide regulatory and policy interpretation consistent with federal and state law in response to issues arising from local casework. Perform Adult Program Quality Reviews of local agency performance and oversee local quality improvement plans. Respond to consumer and constituent concerns about services provided by local agencies and assist in the development and enhancement of the Division database system. Conduct regular regional meetings for local AS/APS staff to enhance communication, provide training and promote program philosophy and best practices. Represent the Division and Department on state, regional, and local committees, workgroups, boards and task forces and act as liaisons between state and local programs and consumers.

Andrea Jones, Northern Region (Warrenton)

Marjorie Marker, Central Region (Richmond)
Carol McCray, Western Region (Abingdon)
Angela Mountcastle, Piedmont Region (Roanoke)
Carey Raleigh, Eastern Region (Virginia Beach)

Fiscal Division

John Thaniel - Chief Financial Officer

Oversees the fiscal and general services operations of the agency and the Disability Service Agencies (DSA).

Marica Monroe – Financial Services Manager

Oversees and directs the operation of the Financial Statements unit, Aging Grants and support the financial coordination of Area Agencies on Aging and other contractors. Oversees Area Agencies on Aging financial quality control and federal single audit requirements prepares and submits monthly, quarterly, and annual federal grant reports.

Charlotte Peterson – Financial Services Specialist

Administers the Division for the Aging's grants accounting functions especially as it relates to the maintenance of contractual obligations, and the processing and payment of Agency Monthly Report submissions. Helps to ensure federal cash is available for contractor month-end payments and responds to questions/inquiries regarding these payments.

Communications Office

A.J. Hostetler - Communications Director

Develops, implements and supervises the Agency's strategic communications plan, media strategies, marketing campaigns, social media outreach and special projects to promote awareness of the Agency and its mission. Maintains the integrity of the Agency's brand and messages through targeted outreach, public relations, media relations, strategic communications, social media and marketing efforts. Serves as contact with news media to promote the Agency's story. Provides guidance on communication issues involving the Agency and its programs. Coordinates media events to ensure public understanding of Agency initiatives, successes and programs. Produces and distributes Agency news releases.

Betsy McElfresh - Marketing and PR Specialist

Develops innovative and novel marketing campaigns and special projects to promote awareness of the Agency and its business services. Assists Communications Director with news media inquiries, media events and news releases to promote the Agency's story. Provides guidance and awareness on communication issues involving the Agency and its programs. Works with Social Media Specialist and Graphic Designer to produce and distribute success stories, videos, photos

and images across multichannel platforms, including Facebook, Twitter and YouTube. Ensures quality of strategic marketing incentives, promotional items, brochures, fliers, displays, etc., that support the agency's branding efforts and provides guidance on their appropriate use.

Cathy Donnelly - Graphic Designer

Produces photos and creates images for use across multichannel platforms that promote the Agency and its mission. Provides design for marketing incentives, promotional items, brochures, fliers, displays, etc., in support of the agency's branding efforts.

Mary Kate du Laney - Social Media Specialist

Identifies appropriate messaging, news stories, success stories, videos, photos and images to convey the Agency's values and mission across multichannel platforms, including Facebook, Twitter and YouTube. Produces open captioned video for DARS YouTube channel to promote Agency values and mission and awareness of agency.