

A joint conference:

SE4A Southeastern Aging Network Training Conference

and

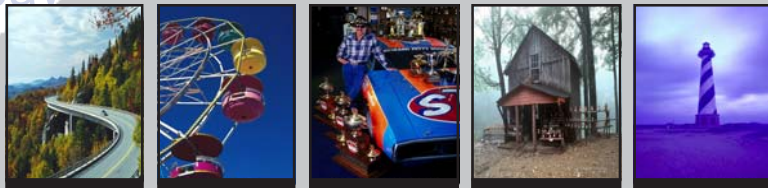
North Carolina Conference on Aging

ROAD TRIP!

Where Will The Journey Take You?

October 17-20, 2004

Research Triangle Park, North Carolina



REGISTRATION

About the Conference

Conference Theme: Road Trip! - Where Will the Journey Take You?

Times of fiscal restraint and increasing program demands call for both creativity and innovation in aging services. We are on the cusp of major reforms to traditional supports in Medicare and Social Security. How can we best face the challenges of an aging society and respond in this environment? What are the best paths to be taken? The conference theme is policy development, research, training, service provision and practice to enhance the overall well being of older people living in our constituent states.

Conference Partners

This conference is a joint partnership between the Southeastern Association of Area Agencies on Aging (SE4A) and the North Carolina Conference on Aging (NCCOA). SE4A and NCCOA organize independent annual conferences; however, this year they have teamed up to coordinate one exciting, joint conference to be held in North Carolina.

The **Southeastern Association of Area Agencies on Aging** is a regional advocacy association that includes representatives of the Area Agencies on Aging from 8 southeastern states including: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee. SE4A was established for the purpose of addressing regional and national issues and concerns of staff as they promote independent living for older persons. A major function of the Association is to provide a mechanism for sharing and disseminating information relative to efficient, effective approaches to implementing, improving and/or expanding services. SE4A has been organized longer than any other regional area agency on aging association in the country. Southeastern served as the model for organizing the National Association for Area Agencies on Aging.



The **North Carolina Conference on Aging** is a collaborative effort to develop a professional conference to provide educational and networking opportunities for anyone in North Carolina interested in long-term care, vital aging, family issues, work and retirement, leadership, and professional development. Realizing the diverse nature of this task, the NCCOA has made a deliberate effort to involve local, regional and state-level service providers, educators, students, consumers, volunteers, clients, caregivers, policymakers, and administrators.



Visit these web sites for more information:

NC Conference on Aging
www.aging.unc.edu/nccoa/

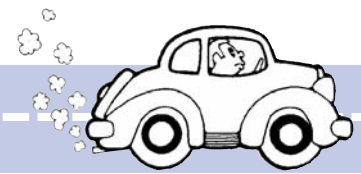
Southeastern Association of Area Agencies on Aging
www.se4a.org

Join Us in Research Triangle Park, North Carolina

This **Road Trip!** will take you to Research Triangle Park, North Carolina. You'll find yourself right in the center of the state, minutes from the state capital of Raleigh, and only hours from sandy beaches or the Smoky Mountains. You'll be just in time to attend the annual North Carolina State Fair, one of the largest fairs in the United States. See page 14 for a list of other great activities and attractions. Come with us to Research Triangle Park, North Carolina!

NORTH CAROLINA
A better place to be®

Conference Highlights



Special Events

Walking North Carolina **October 17-20**

Participate in our pedometer "step-off." Walk the conference and count your steps while you are in NC. Follow your progress by tracking your distance on the pedometer you receive. Prizes will be awarded.

North Carolina State Fair **October 17**

Make your visit to North Carolina a memorable one. Join us as we kick off the 2004 SE4A Southeastern Aging Network Training Conference/North Carolina Conference on Aging at the NC State Fair. The fair is one of the largest agricultural fairs in the United States. There are exhibits, great food, entertainment and live stock competitions. Transportation, admission ticket and food coupons will be provided. Extra tickets can be purchased. Buses will leave for the fairgrounds at 4:30pm.

Opening Plenary **October 17**

Dr. Robert Friedland, Associate Research Professor at the Institute for Health Care Research and Policy at Georgetown University will be the guest speaker.

Exhibit Hall Opening **October 18**

Please join us for a continental breakfast at the Opening of the Exhibit Hall from 7:30 - 8:30 a.m.

Opening Session **October 18**

Conference sponsors will welcome you. Invited state and national speakers, including Assistant Secretary for Aging Josefina G. Carbonell, will give their perspectives on emerging issues.

SE4A Awards Luncheon **October 18**

Special guests "The Mayberry Deputy" and Celia Rivenbark will provide entertainment.

NC SilverArts **October 18**

Stop by the NC Hospitality Room for an evening of entertainment provided by the NC Senior Games Silver Artists. The evening will offer refreshments, music, dancing and networking.

Mystery Dinner Theater **October 18/19**

Join us for one of two evenings of fun over dinner and a mystery theater entitled, "Country Fried Caper." Have fun solving a mystery, eating good food, and enjoying an evening with colleagues.

Roundtables with Breakfast **October 19**

A more informal opportunity to learn about best practices in the aging network.

NCCOA Awards Luncheon **October 19**

Distinguished North Carolinians Hugh Morton and William (Bill) Friday will be guest speakers. Annual

Schedule at a Glance

Saturday, October 16

4:00pm - 6:00pm SE4A Board Meeting

Sunday, October 17

8:30am - 4:30pm I&R/A Intensive (see p9)

9:00am - 12:30pm SE4A Board Meeting

1:00pm - 2:15pm Opening Plenary

2:30pm - 4:00pm Conference Workshops

4:30pm - 10:00pm NC State Fair

Monday, October 18

7:00am Exhibit Hall Opens

7:30am - 8:30am Breakfast in Exhibit Hall

9:00am - 10:45am Opening Session

11:00am - 12:15pm Conference Workshops

12:30pm - 2:15pm SE4A Awards Luncheon

2:30pm - 4:00pm Conference Workshops

5:00pm - 7:00pm NC Silver Artists

7:00pm Mystery Dinner Theater

Tuesday, October 19

7:30am - 8:30am Roundtables with Breakfast

9:00am - 10:30am Conference Workshops

11:00am - 12:15pm Conference Workshops

12:30pm - 2:15pm NCCOA Awards Luncheon

2:30pm - 4:00pm Conference Workshops

7:00 pm Mystery Dinner Theater

Wednesday, October 20

9:00am - 11:00am Closing Breakfast Plenary &
2005 Alabama Call to
Conference

1:00pm I&R/A Certification Test
(see p9)

awards from the Division of Aging and Adult Services, AARP, NC4A, and the Consumer Fraud Task Force will be presented.

Closing Breakfast Plenary **October 20**

Todd Chester, National Training Consultant with AARP, will speak about "Developing Strategies for Bridging Cross-Cultural Communication." Sandy Markwood, CEO, National Association of Area Agencies on Aging, will give a glimpse of the national scene.

Film Festival presented by Terra Nova Films

View some of the newest and best videos about aging and elderhood. Then join in a lively discussion with fellow participants.

Workshop Briefs

Sunday, October 17, 2004

2:30pm - 4:00pm

Stressed/Desserts

*Alyce Kemp-Dewitt, G. Werber Bryan
Psychiatric Hospital, SC*

This presentation focuses on ways of dealing with life's stresses through humor. Stressed read backwards reads desserts. Learn how to reframe the stress in your life to make them your desserts. This workshop has been popular with the aging network.

HIV/AIDS and Older Adults: Implications for Practice

Sharon M. Ballard, Ph.D., East Carolina University, NC

Ten percent of AIDS cases involve individuals age 50 and older, and one third of persons with AIDS depend on older adults for care. Despite these facts, prevention and intervention efforts for older populations have been limited. This workshop will explore available resources and suggested guidelines for practice.

I Can't Even Walk Through Her House

Judy Hardwick, Alabama Department of Human Resources

Hoarding is a problem seen frequently by caregivers. This workshop helps staff and caregivers recognize the warning signs of senior's hoarding and self-neglect. Strategies for dealing with these situations will be presented and discussed.

Intrastate Funding Formula Hearing

Dennis Streets, North Carolina Division of Aging and Adult Services

Public Hearing for NC's Intrastate Funding Formula for the Home and Community Care Block Grant. This session will be of particular interest to service providers, local officials, advocates and consumers in North Carolina.

An Integrated Model of Strategic Planning, Business Planning and Marketing

Kenneth S. Lee, President & CEO, National Enterprise Alliance, Greenwood, IN

You will learn how strategic, marketing and business plans fit together. You will learn about the basic concepts in developing a marketing and business plan. Finally, you will learn about the "real life" application of these concepts to your own program.

Helping Seniors Age in Place by Modifying the Environment and Using Adaptive Equipment

Vibeke Talley, OTR/L, Orange County Department on Aging, NC

This workshop will demonstrate ways to help seniors "age in place" through home modifications and use of adaptive equipment. Presentation will include assessment, suggestions for obtaining equipment and modifications, potential funding sources, and examination of future service needs.

The Best Value on the Journey: Adult Day Services (NC)

Ann K. Umstead, Adult Center for Enrichment, Inc.; Venice Preston, Emmanuel Senior Enrichment, Inc.; Mary Warren, Council for Senior Citizens

Adult day services addresses consumer choice, cost-effectiveness, adaptability, and partnership opportunities. Learn more about this service as a best-practice for assisting seniors to find options that encourage ability to remain in the community, at home, with the least restrictive environment.

Cultural Competence of CNAs in Communicating with People with Dementia (NC)

Dena Shenk, Ph.D., Boyd Davis, Ph.D., Paul Foes, Ph.D., Toni Maddox, UNC Charlotte; James Peacock, Ph.D., Appalachian State University

This workshop will focus on developing training to meet the requirements for workers caring for people with Alzheimer's Dementia. Findings from a survey of CNAs about understanding of dementia and aging will highlight content and techniques for fostering cultural competence of the practitioner.

How to Prepare for and Understand Your Audit Requirements

Donn Blank, CPA, Corydon, IN

This session will discuss the different types of audits, and which audit is applicable to you and/or your subcontractors. Information on how to select your auditor, what schedules and documents you should have ready for your auditor, common audit findings and how to avoid them will be discussed.

Workshop Briefs



Monday, October 18, 2004

11:00am - 12:15pm

North Carolina Gerontology Consortium: Making aging education accessible

Mary Altpeter, Ph.D., UNC Institute on Aging; Jim Mitchell, Ph.D., East Carolina University

The NC Gerontology Consortium (NCGC) is an inter-campus, distance education-based initiative to produce high quality, cost-effective education and training. This session will provide a description of what is being offered and plans for the future.

Creating Community in Later Life (NC)

Bolton Anthony, Ed.D., Second Journey

New model communities and new models of community are emerging on the landscape. This workshop will explore these issues and report on the national series of Visioning Councils on Creating Community in Later Life conducted by Second Journey in 2004.

Building a Successful Senior Expo From Scratch

Michael Hurysz, Northern Kentucky Area Development District/Area Agency on Aging

The Northern Kentucky Area Development District/Area Agency on Aging has been producing a Senior Expo since 1994 that is self-funded and has grown in attendance and community importance each year. This workshop will discuss the various facets of planning, production and marketing necessary to develop a successful Senior Expo event from scratch.

Reaching out to Hispanic Seniors (AL)

LaTanya Rhines, TARCOG, Area Agency on Aging

There is an increasing number of Hispanic people living and working in the Southeast. Their older family members may need assistance, and staff want to help them. First, effective outreach must be done and trust established. Techniques for enhancing these functions in this special culture will be presented.

Creative Collaborations to Disseminate Alzheimer's Information in the Context of Community-Based Aging Services

Lisa P. Gwyther, Duke Alzheimer's Family Support Program; Chris Urso and Karisa Derence, NC Division of Aging and Adult Services

Aging services staff need specialized resources to address expected increases in families caring for persons with dementia. A model agency collaboration created in North Carolina to disseminate dementia-specific educational products and programs will be discussed.

Competency and Decision-Making for Seniors: A Discussion with the Experts (NC)

Michele A. Haber, MD, MS, MPH, Geriatrics Consulting Services of Greensboro, P.A; Dennis J. Toman, CELA, The Elderlaw Firm

This presentation brings together a medical and legal expert on the subject of mental capacity and competence to discuss decision-making, how it is evaluated, and different types of decisions as they apply to general, health, and legal matters.

WIN A STEP UP: Findings and Future Directions (NC)

Thomas R. Konrad, Ph.D., UNC Institute on Aging & Sheps Center; Jennifer Craft Morgan, MA, Leigh-Anne Royster, Cheryl A. Thompson, and Allyson Woodside, UNC Institute on Aging; Anne Jackman, MSW, Sheps Center

The WIN A STEP UP program, using an intervention that provides training, education, and rewards to direct care workers has been successful in improving job satisfaction and retention of staff. This workshop will profile the turnover problem; review evaluation results; and describe new initiatives to more broadly implement this program.

Coalition Building to Battle Obesity

Eileyn Sobeck-Bador, Senior Solutions of SW Florida

Obesity is the second leading cause of death in the United States. Results from a coalition formed in Florida, Lee County Physical Activity and Nutrition Coalition (Lee PAN), will be presented. The program will offer ideas and concepts for fighting the battle of the bulge.

Aromatherapy Works, I've Got Proof (SC)

Jackie Farnell, Scents-ible Solutions

Mother Nature has gifted us with essential oils, the lifeblood of plants, used throughout history for their spiritual, emotional and physical healing powers. This program will cover a three year study of the impact of aromatherapy on residents of a nursing home's Alzheimer's unit.

Workshop Briefs

Monday, October 18, 2004

2:30pm - 4:00pm

Raising Awareness Preparing for the Death of Your Parents

Jane Armstrong, MSW, UNC-Chapel Hill, Jordan Institute for Families, CARES; Luci Bearon, Ph.D., NC State University

In this workshop, a social worker and a sociologist, both "midlife orphans," will address the predictable events and surprises that come upon the death of both parents and after the caregiver role is over.

Local LTC Planning - Progress Report on the NC DHHS Communications and Coordination Initiative

Julie Bell and Steve Freedman, NC Division of Aging and Adult Services; Carol R. Baker, Ph.D., and John Highfill, Mecklenburg Co. DSS; Gayla Woody, Centralina COG AAA; Annette Crumpton, New Hanover Co. Dept. of Aging; Jane Jones, Cape Fear COG AAA
This initiative is a pilot project designed to assist communities in developing and maintaining LTC planning processes to reform older and disabled adult services at the local level.

An Alternate Caregiving Journey: Grandparents Raising Grandchildren (NC)

Lenora R. Campbell, DScN, RN/professor, Carol E. Dice, Ph.D., Catherine Joyner, MSW, Winston-Salem State University

The presentation will review the history, procedures, policies, and challenges of establishing a case management, empowerment-based program which assists grandparents and grandchildren in obtaining health, mental health, educational, financial, and social service supports needed for optimal functioning.

Brain Wellness for Baby Boomers: Is Cost-Effective Stroke Treatment and Prevention an Oxymoron?

Ana Felix, UNC Chapel Hill, Department of Neurology

This workshop will address: An update on stroke care and prevention; Promoting wellness and stroke prevention: is it really more expensive?; Consumer directed care and the stroke caregiver; Effective policy: a tool for implementing changes in stroke care.

What a Journey! Operating Case Management for Two Medicaid Programs (GA)

Pat V. Freeman, and Dianne Currans, RN, Legacy Link, Inc.; Virginia Griffin, SOWEGA Council on Aging
Learn about how two Georgia AAAs are successfully operating case management services for two different Medicaid-waivered programs in their regions. The AAAs are serving clients with severe disabilities, young people, as well as populations more traditionally served by the aging network.

Multidisciplinary Planning for Seniors: What do the Legal, Health, Financial and Housing Experts Say? (NC)

Janice I. Wassel, Ph.D., UNC Greensboro Gerontology Program; Michele A. Haber, MD, MS, MPH, Geriatrics Consulting Services of Greensboro, P.A.; Ellen Taylor Atkins, Senior Care Concepts; David McLean, Esq., Hunter, Higgins, Miles, Elam & Benjamin, PLLC; Sabrena Lea, Piedmont Triad Area Agency on Aging

This workshop brings together professionals from the legal, health, financial, and housing fields to discuss their specialized perspective on what we must do to plan for population aging.

Person Centered Planning - A Tool in Consumer Directed Care

Martha Lamb, LCSW, North Carolina Division of Mental Health, Developmental Disabilities and Substance Abuse Services

Good person centered planning can empower aging persons to take control of their lives, to share what's important to them, and to direct how they would like to be supported by others. The focus of the workshop will be on how person centered plans differ from standard care plans and how they can lead to better support.

Caregiving: Meeting the Needs - Present and Future

Vicki Polio, KIPDA Area Agency on Aging; Kim Halter, Barren River Area Agency on Aging
This session will cover ideas and methods for developing and implementing the Family Caregiver Program. The presentation will provide information on what is currently being done for caregivers in Kentucky and what improvements need to be made to meet the future needs of caregivers.

Initiative for Integrative Aging: A University / Community Hospital Partnership (NC)

Marcia Caserio, Program Director, Henderson County, Western Carolina University; James D. Sawyer, Margaret R. Pardee Memorial Hospital; Davia Krings and Noelle Kehrberg, Western Carolina University

The Initiative for Integrative Aging is comprised of five innovative programs designed to foster successful aging. The presentation will describe the partnership, programs, target population, outcomes, resource requirement and barriers.

Workshop Briefs



Tuesday, October 19, 2004

9:00am - 10:30am

Orange County Dementia Initiative: Early diagnosis, Training, and Support

Kate Barrett, MSW, LCSW, Orange County Department on Aging; Jill Passmore, Triangle J Area Agency on Aging; Teepa Snow, OTR/L, Alzheimer's Association of Eastern North Carolina
The Orange County Dept. on Aging has joined with community physicians, the Alzheimer's Association, the Long-Term Care Facility Roundtable, and the Ombudsman Program to educate the community about dementia from early diagnosis to quality long-term dementia care. Participants will learn about the tasks necessary to support this kind of community initiative.

Aging and Addiction: Implications for Prevention, Assessment and Treatment

Carol Colleran, CAP, ICAD, the Hazelden Foundation
The human and economic costs of older adults and addiction are staggering (\$30 billion in 1998) and projected to reach \$100 billion by 2008. We'll explore why and how age-responsive treatment is more successful for this cohort than other age groups and how a pilot education program in south Florida is breaking new ground in the prevention of addiction and the promotion of holistic wellness in older adults.

Caregiving in the Workplace: The North Carolina Experience

Suzanne LaFollette-Cameron, NC AARP; Chris Urso, NC Division of Aging and Adult Services
THE NC AARP conducted a survey of employers entitled: "2004 Eldercare in the Workplace" directed to Human Resource/ Employee Assistance Program Directors, and an internet caregiving survey to employees in the workplace. We plan to share the results and implication for services and caregiving needs.

Get Your Roadmap Here for Your New Career Venture

Bill Cooper, Associate Director, GRADD/AAA, Owensboro, KY; Bob McFalls, CEO, AAA, Palm Beach/Treasure Coast, Inc.

Topic discussed will target new AAA directors, staff, and providers. This workshop will provide an overview of the Aging Network including a brief history of aging programs.

Cultural Diversity (NC)

(1) Reaching Out to Elderly Immigrants and Refugees

Renee Griffin, Senior Resources of Guilford

(2) A Guide to Serving Linguistically and Culturally Diverse Seniors

Anthony R. Sarmiento, Senior Service America, Inc.; Miriam Burt, Center for Applied Linguistics

Advance Care Planning: The Map for a Road We All Will Travel

Tamra N. West, The Carolinas Center for End of Life Care

The presentation will focus on the basics of the advance care planning process. Through information provided and participant interaction, we will review the role of advance care planning in quality healthcare for seniors and others. Statutory documents, tools to promote discussion among individuals and their families, and successful initiatives for use by professionals will be highlighted.

"Look at Me When I'm Talking to You; Don't Stand So Close and Other Strange Behaviors": Multicultural Verbal and Non-Verbal Communication Mishaps

Kathryn Lanier, MS, NC Division of Aging and Adult Services; Myra Haynes, Charlotte Mecklenburg Senior Centers, Inc.

Have you ever had a conversation or experience with someone from another culture that felt awkward or confusing? If you answered, yes, the problem may not have been what you said, but how you said it. This presentation will introduce the components of basic verbal and non-verbal communication and their cultural implications.

Identifying Opportunities and Challenges to Improving Physician-Caregiver Communication

Gary S. Winzelberg, MD, MPH, UNC Chapel Hill

Older adults with dementia rely on family caregivers to communicate with physicians about their care decisions. Yet there is inadequate understanding of how patients, caregivers, and physicians define quality communication. This workshop will review findings from a recent study and elements of a framework for high quality physician-caregiver communication using older adult and caregiver perspectives.

Workforce Aging and the New Economy

Victor W. Marshall, Ph.D., Jennifer Craft Morgan, Mairead Moloney, and Kate Pepin, UNC Institute on Aging

Stereotypes about older workers view them as unable or unmotivated to adapt to new technologies, yet there are impending labor shortages in information technology (IT) due in part to the decline in the size of labor force entry cohorts. This workshop will provide an overview of the international Workforce Aging in the New Economy (WANE) research project that examines these issues paying specific attention to the US and NC contexts.

Workshop Briefs

Tuesday, October 19, 2004

11:00am - 12:15pm

Creating Senior-Friendly Communities: Working with Community Planners to Enable Aging in Place (NC)

Denise Boswell, Ph.D., Principal Planner, City of Rocky Mount

Community planners must become aware of the changing demographics of the places for which they plan so that attention can be paid to the needs of older citizens. Based on one community's experience, participants will become aware of how to effectively partner with planners to better enable aging in place.

Recruiting and Retaining Older Volunteers (NC)

Dana Burr Bradley, Ph.D., UNC Charlotte

Increasing outreach and matching seniors with volunteer opportunities that fit their capabilities is extremely important. Instead of a one-time event, the business of volunteerism is an ongoing process in which concerted efforts are made to involve seniors. In this session, learn ways to identify and promote volunteer opportunities for seniors.

Consumer Fraud Targeting Seniors in North Carolina

Debbie Brantley, NC Division of Aging and Adult Services; David Kirkman, NC Attorney General's Office; Art Englebardt, Chapel Hill Police Department; Maryanne Dailey, Better Business Bureau Consumer Foundation

Members of the NC Consumer Fraud Task Force will discuss the growing problem of identity theft, telemarketing fraud and other scams that particularly target seniors and how to avoid becoming a victim. Strategies to provide community education will also be discussed.

An Improved Geriatric Workforce (1) Geriatric Workforce Education Project

Beth E. Barba, Ph.D., RN, Anita S. Tesh, EdD, RNC, Debra C. Wallace, Ph.D., RN, Jacqueline DeBrew, MSN, RN, BC, School of Nursing, UNC Greensboro

(2) Strengthening Physicians' Training in Geriatrics

Jan Busby-Whitehead, MD and Carol Siebert, MS, OTR/L, UNC Chapel Hill

(3) Innovative Use of Clinical Simulations in Gerontological Continuing Education

Mary Palmer, Ph.D., RNC, Julianne B. Page, MSN, RN, School of Nursing, UNC Chapel Hill

Journey from Senior Centers to Wellness Centers

Pat V. Freeman and Margie Church, Legacy Link, Inc.; Tiffany Ingram and Iona Preattle, R.N., Lower Chattahoochee RDC in Columbus, GA; Arnisha Norman and Mary Byrd, Atlanta Regional Commission

The "Journey from Senior Centers to Wellness Centers" may take many twists and turns on the road to successful programming. Hear Georgia AAA staff and Senior Center Directors describe how they have changed their programming to emphasize wellness and attract community seniors who are not participants in traditional senior center activities.

How to Develop a CARE-NET

Nancy Harper, BA, Southwest Georgia CARE-NET; Kay H. Hind, BSHE, MS, Chairman of the Georgia Council on Aging

The Rosalynn Carter Institute paired with 6 Area Agencies on Aging in Georgia in 2001 to help them create a coalition of both professional and family caregivers and become a "Caregiving Network" or "CARE-NET." We will share our experiences in discovering who and what we are, what our purpose is, what we have achieved to date and our plans for the future.

Issues of Sexual Health, Behavior, and Identity Across the Life Course (NC)

Diane Zablotsky, Ph.D., Department of Sociology, UNC Charlotte

Recently, there has been increasing attention paid to sexuality and sexual behavior of aging adults. This workshop will provide an overview of the social context of sexuality across the life course and the most recent findings on sexual behavior. Discussion will include issues of sexual health, importance of sexual issues in health care encounters, and the need for education regarding safer sexual behavior.

SHINING Through the Maze of Medicare

Pam Fico and Art Ferguson, Senior Solutions of Southwest Florida

The SHINE program offers free assistance to consumers who need assistance with Medicare questions and topics. Find out how easy it is to replicate this kind of program within every community when resources are limited. Handouts will include step by step process for building library partnerships and navigating the internet.

The Road to Senior Centers of Merit and Excellence: The NC Senior Center Certification Program

Judy Smith and Reggie Durham, NC Division of Aging and Adult Services

Since 1999, over 30 North Carolina senior centers have been certified by the NC Division of Aging and Adult Services as Centers of Merit or Centers of Excellence. This presentation will include the development of the NC senior center certification process, steps in attaining certification, components of the self-evaluation tool and benefits for senior centers.

Workshop Briefs



Tuesday, October 19, 2004

2:30pm - 4:00pm

Problems and Promises for Alzheimer's Caregivers

Gracie Boswell, Ph.D., UNC Institute on Aging; Teepa Snow, MS, OTR/L, FAOTA, Eastern NC Chapter, Alzheimer's Association, and Clinical Associate, Duke University School of Nursing; Rev. Henry L. Edmonds, M.Ed., Bryan Alzheimer's Disease Research Center, Duke University
More than 7 out of 10 people with Alzheimer's disease live at home, and 75% of them are cared for by family and friends. This workshop will review the problems encountered by caregivers to care recipients living at home and those care recipients who are residing in nursing homes.

Age-related Macular Degeneration and Independence: Who says it isn't possible with vision loss?

Deb Lapolice, MS, The Duke University Eye Center; Mary A. Ward, MS, MPA, Duke Center for Macular Degeneration
This workshop will provide basic information on eye disease and functional limitations imposed by visual disabilities. In order to better understand these limitations and how they affect daily life, an opportunity to experience vision loss, through the use of simulation techniques, while completing tasks of daily living will be provided.

Village Partnerships: An initiative to improve end-of-life conversations and quality of care in continuous care retirement communities (NC)

Dee Leahman, Community Partnership for End of Life Care, Hospice & Palliative CareCenter
A two-track model designed to improve end-of-life care issues for staff and residents has been developed and tested in three continuous care retirement communities. Participants will learn about the model and specific information about the two tracks.

Quality and Outcome Measures

(1) Quality Measures, What Do They Mean?

Lee Dobson, Medical Review of North Carolina, Inc.

(2) Medicare's Publicly Reported Home Health Outcomes: What Do These Mean to You?

Carol Siebert, MS, OTR/L, Division of Occupational Science, UNC Chapel Hill

Providing Mobile Dental Services to At-Risk Elders

Charlotte McHenry, West Central Florida Area Agency on Aging
In 2003, the West Central Florida AAA, launched a mobile dental project targeted to "at-risk" elders. The focus was on providing comprehensive dental care to individuals with diabetes and/or cardiovascular disease. Learn more about how this project works and how it might be replicated in your community.

Getting Your Client Information out of the File Cabinet and into Action

Phyllis Stewart, NC Division of Aging and Adult Services; Mary Anne P. Salmon, Ph.D., CARES, Jordan Institute for Families, UNC Chapel Hill
Using examples from statewide and regional surveys, this presentation will talk about how to select and use client information to guide program planning and practice, and how to tailor this information for reporting to a variety of audiences.

Cooperative Extension and the Changing Face of Aging: Planning for Today and Tomorrow

Celvia Stovall, Ph.D., Luci Bearon, Ph.D., Jacquelyn W. McClelland, Ph.D., Sarah D. Kirby, Ph.D., Susan S. Jakes, Ph.D., North Carolina Cooperative Extension, NC State University
For over 100 years, Cooperative Extension has been a leader in informing the public about issues affecting individuals, families and communities. Five NC Cooperative Extension Specialists will discuss how the changing face of aging presents challenges in the areas of housing, nutrition, finances, community development, and social attitudes.

Prescription Drug Assistance

(1) The Medicare Prescription Drug Benefit: A Focus on the Discount Cards

Mary Roth, PharmD, MHS, School of Pharmacy, UNC Chapel Hill; Carla Suitt Obiol, Seniors' Health Insurance Information Program (SHIIP)

(2) The Alamance Medication Assistance Program: a blend of medication management and medication access

Michelle A. Fritsch, PharmD, CGP, and Barbara Pagliari, BASW, Alamance Regional Medical Center

Senior Theatre

Harold Berdiansky and Susan Sabre, NC Division of Aging and Adult Services
Senior Theatre in North Carolina has been used to educate seniors about Medicare in general and fraud in particular. This presentation will include live skits that have been used in this initiative.

I&R/A Training and Certification

Get Trained & Certified

Information & Assistance (I&R/A) training and certification testing will be available during the SE4A/NCCOA 2004 Conference. The schedule of training and testing events is below. **Please read carefully as some activities require additional registration fees, and the testing requires an application 30 days in advance of the conference.**

I&R/A Intensive

Sunday, October 17; 8:30am - 4:30pm
Presenters: Theresa Lambert, Director, and Susan Shepherd, Senior Program Associate, National Aging I&R/A Support Center, NASUA

Note: This Intensive requires an additional registration fee of \$25. See Registration Form for details.

The Certified Information & Referral Specialist in Aging (CIRS-A) is a professional credential awarded by the Alliance of Information & Referral Systems to individuals who successfully complete the Certification Program for I&R Specialists in Aging. This Intensive is designed to provide a concentrated review of the key competencies needed for certification. This session is sponsored by the AoA-funded National Aging I&R Support Center which developed the aging specialty certification program and exam in collaboration with AIRS. The session will first examine the essential knowledge, skills, attitudes and work-related behaviors a professional must demonstrate to effectively perform as an I&R specialist. The afternoon will then focus on competencies essential for working with older persons, persons with disabilities, and caregivers.

I&R/A Training Workshops

A series of four I&R/A training workshops will be presented as part of the Conference. All Conference participants are welcome to attend. Each of the four sessions listed below will be presented by Theresa Lambert, Director, National Aging I&R Support Center and Deputy Director, NASUA; and Susan Shepherd, Senior Program Associate, National Aging I&R Support Center, NASUA.

The National Aging Service System: What It Is, What It Does, and Where It's Going

Monday, October 18; 11:00am - 12:15pm
The evolution and expansion of programs available

through the National Aging Services System has resulted in an evermore-complex set of roles and relationships. This session will examine the current national infrastructure, the full range of available programs and services, the diversity of funding sources, and key partner organizations.

Aging I&R/A - Thirty Years and Counting: Forging Ahead on Quality Improvement and Professionalism

Monday, October 18; 2:30pm - 4:00pm
This session will discuss recent developments to improve national access to aging I&R/As; current tools and technical assistance available to strengthen I&R/A systems design and service delivery; and new resources to advance the competency of aging I&R/A personnel.

Is Your I&R/A System Ready for the Boomers?

Tuesday, October 19, 2004; 9:00am - 10:30am
Vision 2010 provides the guiding framework for evolving a comprehensive aging information resource system capable of responding to the changing profile of older persons and caregivers of the 21st century. This session will examine the key principles of Vision 2010 and discuss challenges, issues and best practices related to their implementation.

On the Horizon: Trends, Opportunities and Challenges Impacting Aging I&R/As

Tuesday, October 19, 2004; 11:00am - 12:15pm
This session will help professionals keep pace with emerging trends, national initiatives and cutting edge practices, some of which include the Medicare Prescription Drug Improvement and Modernization Act of 2003; home modification resources; demonstration grants; and recent I&R/A technology applications.

I&R/A Certification Test

Wednesday, October 20; 1:00pm

Note: In order to take this test, you must pay a registration fee and submit an application directly to AIRS at least 30 days prior to the test date. The fee for the test must be paid directly to AIRS.

Application materials and instructions can be downloaded from the AIRS web site at:
www.airs.org/aboutairs/about_certification.asp

Location & Lodging



Conference Location

The joint SE4A/NCCOA 2004 Conference will be held in Research Triangle Park (RTP), located in the center of North Carolina. RTP is the world's largest university-related research park and is home to nearly 140 major research and development companies, including Bayer, GlaxoSmithKline, IBM, Underwriters Laboratories, and government agencies such as the EPA and NIEHS.

From the central location of Research Triangle Park, it is only a short drive to scenic areas in North Carolina. The beaches are approximately 2 hours to the east, and the mountains are about 4 hours to the west. See page 14 for more details about North Carolina attractions.

Hotel Information

Sheraton Imperial
4700 Emperor Blvd.
Durham, NC 27703
919-941-5050
919-941-2958 (fax)
www.sheratonrtp.com

The room rates for the hotel are \$95 for single/double and \$135 for "club" level. **Reservations must be made prior to September 25, 2004 in order to receive the conference rates.**

Parking

Parking is available to Hotel guests at no additional charge.

Conference Dress

Attire for the conference is business casual and comfortable. Dress casually with comfortable shoes for the State Fair.

Registration Hours

The registration area will be open the following hours:

Sunday, October 17	8am – 6pm
Monday, October 18	7am – 6pm
Tuesday, October 19	7am – 6pm
Wednesday, October 20	8am - Noon

Getting to the Conference

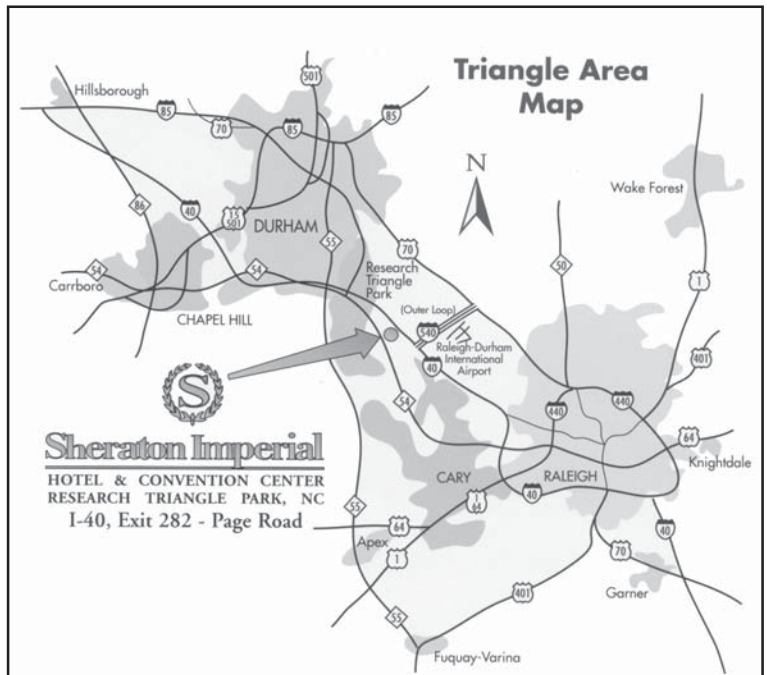
Driving Directions

From Interstate 40 West: Take exit # 282, Page Road. At yield sign at the bottom of the exit ramp, turn right. Get into the far-left lane and turn left at the first light. The hotel is one block up on the left.

From Interstate 40 East: Take exit # 282, Page Road. Stay in the center lane and at the stoplight, proceed straight across Page Road into the Imperial Center. The hotel is one block up on the left.

From Raleigh-Durham Airport

The hotel is minutes away from Raleigh-Durham International Airport, which serves most major airlines with domestic and international flights. The Sheraton Imperial provides complimentary scheduled shuttle service to and from the airport for our guests.



Registration Information

Registration Information

Full conference registration includes: the NC State Fair, Plenaries, workshops, exhibits, roundtables with breakfast, one mystery dinner theater ticket, one awards luncheon ticket, registration gifts, closing plenary breakfast, and NC Hospitality Room.

Extra tickets for special events can be purchased. Single day registration includes all activities and special events scheduled for that day, with the exception of the I&R/A Intensive on Sunday, October 17. Students are eligible for a reduced rate.

Lodging Information

Arrangements for lodging must be made separately from the conference registration. See page 10 for information. **The deadline for guaranteed reservations at the block room rate is September 25, 2004.**

Cancellation Policy

All registration cancellations must be received in writing. **After September 25, a \$20 cancellation fee will be deducted from your refund.** You may assign a replacement so that your registration will not go unused; please notify us as soon as possible of replacement information.

Special Accommodations

We encourage participation of persons with disabilities. The conference site is accessible, and we can arrange for accommodation if you inform us of your needs in advance. We will also work with you on special diet needs (e.g. vegetarian, diabetic). Convey all requests on the front of this registration form.

Registration Instructions

Send in your registration by September 25, 2004. Call (919) 966-9444 with questions about registration.

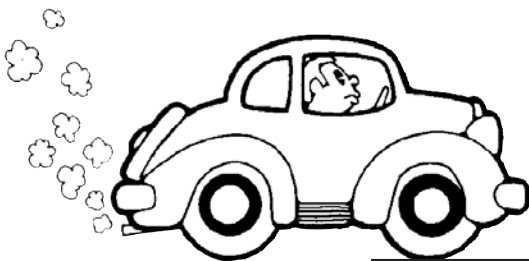
If paying by **check**, send completed registration form and payment to:
NC Conference on Aging
UNC Institute on Aging
720 Airport Rd, CB #1030
Chapel Hill, NC 27599-1030

If paying by **credit card**, either fax the completed registration form, with credit card information, to the UNC Institute on Aging at: fax (919) 966-0510 OR mail to the IOA at the address given in the preceding paragraph.

A \$25 late fee will be charged for registrations received after September 25, 2004.

Registration Confirmation

You will receive a confirmation by email (or regular mail if no email address is available). Please contact us if you do not receive confirmation within 2 weeks of sending in your registration materials.



**Join us in North Carolina!
Please register by September 25**

Registration Form

Register by September 25, 2004. One form per person (feel free to copy). Print your name and organization as it should appear on your badge.

Name: _____

Title: _____

Organization or University: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please Specify Special Needs (wheelchair, hearing aid, diet, etc.): _____

Select Your Sessions

Please indicate your session choices below - select one from each group. We are asking for this information for planning purposes only, and you will have the option to attend any session you like.

Sunday, Oct. 17, 2004, 2:30pm - 4:00pm

- Stressed/Desserts
- HIV/AIDS and Older Adults: Implications for Practice
- I Can't Even Walk Through Her House
- Intrastate Funding Formula Hearing
- An Integrated Model of Strategic Planning...
- Helping Seniors Age in Place by Modifying the Environment...
- The Best Value on the Journey: Adult Day Services
- Cultural Competence of CNAs in Communicating with People...
- How to Prepare for and Understand Your Audit Requirements

Monday, October 18, 2004, 11:00am - 12:15pm

- North Carolina Gerontology Consortium
- Creating Community in Later Life
- Building a Successful Senior Expo From Scratch
- Reaching out to Hispanic Seniors
- Creative Collaborations to Disseminate Alzheimer's...
- Competency and Decision-Making for Seniors
- WIN A STEP UP: Findings and Future Directions
- Coalition Building to Battle Obesity
- Aromatherapy Works, I've Got Proof
- (I&R/A) The National Aging Service System: What It Is, What It Does, and Where It's Going

Monday, October 18, 2004, 2:30pm - 4:00pm

- Raising Awareness Preparing for the Death of Your Parents
- Local LTC Planning - Progress Report on the NC DHHS...
- An Alternate Caregiving Journey: Grandparents Raising...
- Brain Wellness for Baby Boomers
- What a Journey! Operating Case Management...
- Multidisciplinary Planning for Seniors...
- Person Centered Planning - A Tool in Consumer Directed Care
- Caregiving: Meeting the Needs - Present and Future
- Initiative for Integrative Aging: A University/Community Hospital Partnership
- (I&R/A) Aging I&R/A - Thirty Years and Counting...

Tuesday, October 19, 2004, 9:00am - 10:30am

- Orange County Dementia Initiative
- Aging and Addiction
- Caregiving in the Workplace: The North Carolina Experience
- Get Your Roadmap Here for Your New Career Venture
- Cultural Diversity
- Advance Care Planning: The Map for a Road We All Will Travel
- "Look at Me When I'm Talking to You; Don't Stand So Close and..."
- Identifying Opportunities and Challenges to Improving Physician-Caregiver Communication
- Workforce Aging and the New Economy
- (I&R/A) Is Your I&R/A System Ready for the Boomers?

Tuesday, October 19, 2004, 11:00am - 12:15pm

- Creating Senior-Friendly Communities: Working with Community Planners to Enable Aging in Place
- Recruiting and Retaining Older Volunteers
- Consumer Fraud Targeting Seniors in North Carolina
- Creating an Improved Geriatric Workforce
- Journey from Senior Centers to Wellness Centers
- How to Develop a CARE-NET
- Issues of Sexual Health, Behavior, and Identity Across the Life Course
- SHINING Through the Maze of Medicare
- The Road to Senior Centers of Merit and Excellence: The NC Senior Center Certification Program
- (I&R/A) On the Horizon: Trends, Opportunities and Challenges Impacting Aging I&R/As

Tuesday, October 19, 2004, 2:30pm - 4:00pm

- Problems and Promises for Alzheimer's Caregivers
- Age-related Macular Degeneration and Independence
- Village Partnerships: An initiative to improve end-of-life conversations and quality of care in continuous care retirement communities
- Quality and Outcome Measures
- Providing Mobile Dental Services to At-Risk Elders
- Getting Your Client Information out of the File Cabinet...
- Cooperative Extension and the Changing Face of Aging
- Prescription Drug Assistance
- Senior Theatre

Please complete the other side of this form >>

Registration Form (con't)

Registration Fees

Conference Fees:

_____ \$275 Full Conference Registration

Includes one luncheon; choose one:

- Monday (SE4A Lunch)
 - Tuesday (NCCOA Lunch)
- extra tickets available below*

Includes one dinner theater; choose one:

- Monday 10/18
- Tuesday 10/19

_____ \$175 Student Registration (Full Conference)
(note: choose lunch and dinner above)

_____ \$60 Sunday, October 17 (one day only)
(does not include I&R/A Intensive)

_____ \$100 Monday, October 18 (one day only)

_____ \$100 Tuesday, October 19 (one day only)

_____ \$40 Wednesday, October 20 (one day only)

_____ \$25 Late Fee (REQUIRED if postmarked after Sept 25; also applies to on-site registration)

I&R/A Intensive & Testing:

_____ \$25 I&R/A Intensive (10/17)

Note: You must pay a fee **directly to AIRS** in order to take the I&R/A Certification Test on Wednesday; see p9 for details.

Extra Event Tickets:

Note: This section should be used for extra tickets for companions, OR for conference attendees wishing to attend BOTH luncheons.

_____ \$15 ea Ticket(s) for State Fair

_____ \$30 ea Ticket(s) for Monday Luncheon

_____ \$30 ea Ticket(s) for Tuesday Luncheon

_____ \$35 ea Ticket(s) for Monday Dinner Theater

_____ \$35 ea Ticket(s) for Tuesday Dinner Theater

\$ _____ **TOTAL Amount Enclosed**

Method of Payment

Choose one:

- Credit Card
- Check (make payable to NCCOA)

If Credit Card, type of Card:

- Visa
- MasterCard

Credit Card Number:

Expiration Date:

Name on Card:

Signature:

IMPORTANT:

This registration form must be accompanied by check or credit card information.

Send to:

NC Conference on Aging
UNC Institute on Aging
720 Airport Rd, CB #1030
Chapel Hill, NC 27599-1030
(919) 966-9444
(919) 966-0510 fax

Send in your registration by September 25, 2004!



2004 North Carolina State Fair



Ferris wheel at the NC State Fair

Each October, people of all ages congregate in Raleigh to participate in one of the largest agricultural fairs in the United States. Exhibits, as well as livestock competitions, great food and entertainment draw a statewide crowd. The 2004 NC State Fair runs from **October 15-24**, just in time for SE4A/NCCOA conference participants to attend! October 17 Fair admission and coupons for food and beverage, as well as transportation will be provided to conference attendees. Additional tickets may be purchased. Buses will leave the Sheraton for the fairgrounds at 4:30pm with the last bus returning to the Sheraton at 10:20 p.m.

Museums & Local History

You won't want to miss the historic *Pioneers of Aviation* exhibit at the **NC Museum of History** in Raleigh which runs through May 29, 2005. The exhibit includes an exact replica of the airplane flown by the Wright brothers on Dec. 17, 1903 in Kitty Hawk, NC. Learn about science and the natural world at either the **North Carolina Museum of Natural Sciences** or the **North Carolina Museum of Life and**

Science. If art is more your style, visit the **North Carolina Museum of Art** or the **Ackland Art Museum**. For a truly global experience, try the new **Exploris** hands-on museum, with the area's first IMAX theater.



Atrium at the NC Museum of Natural Sciences

Parks & Outdoor Adventures

There are many popular recreation areas nearby. Stroll among the blooming flowers and regional plant life at the **Sarah P. Duke Gardens**. Go for a hike, bike ride or horseback ride at **Umstead State Park**. Check out the old mill at **Eno River State Park**. Hiking and water sports are the focus at **Jordan Lake State Park**. If manicured greens are more your style, there are many golf courses in the Triangle area, plus we are a short drive from the Sandhills area, home to the renowned **Pinehurst** course. For wild adventures, drive the short distance to Asheboro to check out the **North Carolina Zoological Park**.



Outdoor activities at Umstead State Park

The Triangle Region

The Triangle area, (which includes the cities of Raleigh, Durham, and Chapel Hill), is a vibrant place to live, work, and play. The region is home to several major universities (**Duke University, University of North Carolina at Chapel Hill, North Carolina State University**), as well as many smaller colleges and schools. Shopping, restaurants, parks and more are all nearby. In the heart of the Triangle region is **Research Triangle Park**, the world's largest university-related research park. Research Triangle Park has nearly 140 major research and development companies, including Bayer, GlaxoSmithKline, IBM, Underwriters Laboratories, and government agencies such as the EPA and NIEHS. With so much to offer it's no wonder that the Triangle area often tops "best places" lists. These are some of the recent rankings:

For more information:
www.visitnc.com

- #1 Best Place to Live (MSN House & Home's America's Places to Live, 2003)
- #1 Best Place to Live and Work (Employment Review, June 2003)
- #4 Up and Coming State in the World of Biotechnology (Ernst & Young, May/June 2003)
- #3 Best Place For Business And Careers (Forbes, May 9, 2003)
- #1 Best Cities for Education (Forbes Places Rated Almanac, Millennium Edition, 2003)

--Source: www.rtp.org

2004 Conference Partners



**North Carolina
Conference on Aging**

www.aging.unc.edu/nccoa/



**Southeastern Association
of Area Agencies on Aging**

www.se4a.org



North Carolina Conference On Aging

720 Airport Road
Suite 200, CB #1030
Chapel Hill, NC 27599-1030



Send in your registration form by September 25, 2004!

Conference registration and additional conference information are available on the Conference web sites:
www.aging.unc.edu/nccoa/ or www.se4a.org