



Florida Association of Aging Services Providers e-Newsletter

Volume 35: March/April 2013

Sponsor: AARP Florida

Guest Editor: Yolanda Rodriguez, AARP

Table of Contents

<i>Learn about Hunger</i>	2
<i>AARP's Impact on Hunger</i>	3
<i>What is the Value of a Volunteer</i>	4
<i>Drive to End Hunger Initiative</i>	5
<i>Best Direct Service Employee of the Year</i>	6
<i>Big Wheels Deliver Meals</i>	7
<i>Upcoming Events</i>	8
<i>Social Media</i>	9
<i>Sponsor Spotlight</i>	10

**THIS ISSUE
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Message from the President

by John Clark, Council on Aging of West Florida, Inc.

Senior Hunger and Older Americans Act

Things our mothers said to us; "Eat your vegetables and fruit, feed a cold, starve a fever, your eyes were bigger than your stomach, have some soup, it will make you feel better, and my all time favorite, don't turn your nose up at it without trying it!" Let's face it; we grow up in our society with a love/hate relationship with food. We know that we have to eat to live (hopefully, not live to eat), but we have become obsessed with food. Clearly we love to eat, and in many cases not the right thing.

This obsession has also lead to our obsessive search for a magic bullet that will let us eat what we want without regard to the consequences. It has lead to a plethora of diets and eating styles; remember the Atkins diet? Now we have the vegan "lifestyle." Indeed, food is many things to us; it can be "comfort" in troubled times which is why we always take food to grieving families to help them out (and now some funeral homes will actually cater food for the ceremony!) Breaking bread with our family and friends is a way to bond and ex-

press our feelings of appreciation for them. However, despite living in a country obsessed with food, diet and with an abundance of every conceivable food item; it is sometimes hard to believe that in the United States in the year 2013 we are also faced with some harsh realities---actual hunger and food insecurity.



For those of us in the aging network, we see this food insecurity and hunger in many of the seniors we serve in our programs. In many cases, we know the reasons; inability to cook because of a chronic condition, poor fitting dentures and inability to pay for adequate dental care leading to a poor diet, inability to actually get to a grocery store to shop for food, a chronic illness requiring multiple prescriptions which affect diet, stretching a very limited income to last the entire month and these are just some of the reasons for hunger and food insecurity. Now we have some solutions to some of these problems if only we are able and willing as a society to spend the money.

Continued on Page 2

Learn About Hunger

Yolanda Rodriguez, AARP, Guest Editor

Millions of Seniors Are at Risk

Nearly 9 million older adults are at risk of hunger — but the depth of senior hunger in America is not widely understood. Why?

First, this is a problem often hiding right in front of us. Older adults who are hungry don't walk around with a big red H on their shirts. Many are too embarrassed to ask for help — or even to acknowledge that they need it.

Second, many people underestimate the day-to-day struggles of those who are age 65 and over, their struggles to make ends meet and have a decent quality of life. It's easy to imagine that Social Security and Medicare provide sufficient protection against a problem as basic as hunger. Yet the average Social Security benefit in Florida is just over \$1,100 a month — and a majority of seniors today rely on Social Security as their largest source of income.

Third, for all the attention on the severe economic downturn that hit our country, we don't always appreciate how tough conditions have been for older workers. The problem of senior hunger in America has deepened as the status of older adults in the job market has worsened: The unemployment rate for Americans 50-plus has doubled in just the past four years — and people 55-plus who lose their jobs are out of work for an average of an entire year.

In just two years, from 2007 to 2009, there was an increase of almost 40 percent in the number of Americans ages 50-59 at risk of hunger.

Widespread economic suffering has changed the face of hunger in America. It ought to change our thinking about hunger as well.



Continued from Page 1 - President's Message

For example, during a recent Council on Aging Board meeting two senior volunteers at our rural Cantonment Senior Dining Site spoke about what this program means to persons who attend this site. Their vivid testimony was moving, especially when they emphasized that for most of the attendees that meal was the only hot meal they get all day. We also have had caregivers and clients speak about the critical importance of home delivered meals and what it means to them from the perspective not only of diet, but helping them stay at home. Folks, these are real people and real stories and they are replicated thousands of times around our state. We know these stories and we have all heard them. We also know that many of the success stories about solving food insecurities and improving diet and good nutrition among seniors have hinged on the availability of adequate funding through the Older Americans Act (OAA).

So isn't it ironic that while we know one very small way to combat food insecurity and hunger among seniors in our country, we are faced with OAA budget cuts known as sequestration and possibly more cuts next fiscal year? Oh, and by the way, according to a Meals on Wheels Association of America study, Florida ranks in the top 10 for food insecurity and hunger among seniors! I don't know what more we can say about how important OAA is to seniors and their desire to remain healthy and independent. We also know that many of the clients we serve in the OAA programs; especially home delivered meals and other in home services, are often just as frail as those served by our Medicaid Waiver Programs.



OAA is no longer just a nice program offering socialization to seniors. It has become a lifeline for hundreds of thousands of seniors. If we are truly serious about senior hunger and food insecurity, then OAA must be preserved and reauthorized. Funding lost to sequestration must be restored and next fiscal year's funding must be increased. To do otherwise is admitting that senior hunger and food insecurity just doesn't exist; and those of us in the business of eldercare know otherwise.

AARP's Impact on Hunger

MEALS



13,000,000 MEALS
DONATED

FUNDRAISING



\$14.9 MILLION RAISED THROUGH
CORPORATE PARTNERSHIPS
AND INDIVIDUAL DONATIONS

FOOD DRIVES



\$1.76 MILLION RAISED ACROSS
46 LOCAL FOOD DRIVES
ACROSS THE COUNTRY

By leveraging AARP Foundation's ability to collaborate with corporations, foundations, celebrities and all forms of media, 13 million meals have been donated to help end older American hunger.

Through Drive to End Hunger events, like Stamp Out Hunger and Charlotte 1 Million, corporate support and local food drives, AARP Foundation and individuals across the nation are helping to solve one of the most urgent and challenging issues of our time.

At the **community level**, AARP Foundation is working with local anti-hunger programs and services to:

Educate and enroll older people in Orlando in SNAP (the Federal government's Supplemental Nutrition Assistance Program); and

Provide food and volunteers to supplement the efforts of local hunger relief organizations, such as Second Harvest to meet the growing demand to feed more seniors.

In collaboration with AARP-FL, Orlando volunteers are being trained to speak in the community about Hunger and are learning how to outreach in the community to raise awareness.

Of the nearly nine million people 50 and older at risk for hunger every day, one in four is Latino. That's why AARP Foundation is working with No Mas Hambre to raise awareness about hunger in the Latino community. A special summit is scheduled later this year in Miami.

Upcoming special events in Florida include:



The Mayors Summit on Senior Hunger in Orlando on June 11, 2013

The No Mas Hambre Summit in Miami in November 2013

Drive to End Hunger activities at the Ford EcoBoost 400, Homestead-Miami Speedway on November 17, 2013

What is the Value of a Volunteer?



In 2011, 64.3 million Americans volunteered. This is the highest number of volunteers in the past five years, totaling eight billion hours invested. The value of our nation's volunteer work is estimated at \$171 billion.

We often do not think of the monetary value volunteer time is worth. After all, volunteers offer their time with no intention of receiving monetary compensation for their efforts. The Corporation for National and Community Service has calculated a way to put a value on volunteer time and energy.

Volunteer Time Averages \$22.14/Hour

According to the Corporation for National and Community Service, the average value of volunteer time calculated to \$22.14 per hour for 2012. Values range, with a volunteer hour in Florida calculated at \$18.85 and in Georgia at \$20.77 (calculated in 2011). For a state-wide list of the value of a volunteer hour in 2011 click [HERE](#).



How is the Value Determined?

The value of a volunteer hour is based upon the hourly earnings of workers who are not in a supervisory role and are considered non-agricultural. For volunteers offering a specialized skill, for example a doctor or lawyer, the Bureau of Labor Statistics has also developed the value of a volunteer hour by specialization, which can be accessed by clicking [HERE](#). When an individual offers to volunteer a specialized skill, the value of the volunteer time is calculated by the volunteer work, as opposed to the earning power of the individual.

Why is This Important?

The value of the volunteer's work may be included on an organization's internal and external financial statements if both of the following conditions are met:

- 1. The volunteer is utilizing a specialized skill for the organization.**
- 2. The organization, otherwise, would have bought the service if the volunteer had not donated the skill.**

(Reprinted with permission—James Moore Certified Public Accountants and Consultants)

Drive to End Hunger Initiative

Why AARP Created Drive to End Hunger

For an alarming number of Americans age 50 and over, the worst downturn since the Great Depression and a slow recovery have made any opportunity feel distant, if not totally unattainable. This group faces choices and pressures unlike those of any other age group – choices no one could have prepared for – and those nearly 9 million people 50+ who struggle every day to put food on the table need a voice and an advocate now more than ever.



That's why, in February 2011, AARP Foundation initiated Drive to End Hunger, a multiyear nationwide campaign to raise awareness and funds to address the problem of hunger among people 50+, and develop both short-term and long-term solutions to the hunger problem.

What Happened?

Hunger and its serious health consequences (e.g., diabetes, depression, even malnutrition) are one of the most formidable public health challenges facing the United States today, particularly among older people.

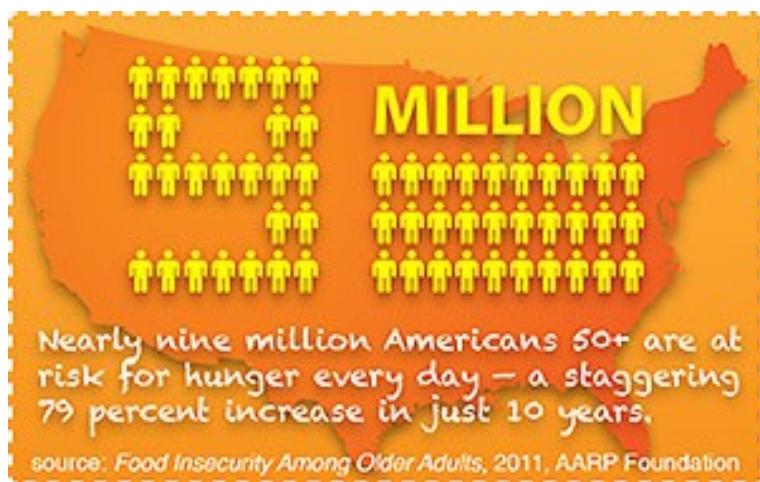
In eight years, from 2001 – 2009, the number of Americans age 50+ threatened by hunger soared by 79 percent, to nearly 9 million people.

The recession has made the hunger problem much worse, particularly among older people 50-59 who are usually too young for Social Security and Medicare and too old for programs that help families with children. Between 2007 and 2009, the most dramatic increase in food insecurity – 38 percent -- was among those whose annual incomes were twice the poverty line.

How Is Drive to End Hunger Helping?

The chief priorities of *Drive to End Hunger* are to raise awareness and funds to fight hunger among adults 50+, and to provide short- and long-term solutions to the problem of older adult hunger. These include:

- Helping hard-working, trusted organizations in communities across America who have been doing a heroic job helping hungry people age 50+. Because the number of people in crisis is still growing, it's a challenge to reach everyone and ensure people know where to find help. That's where we come in. AARP is working side by side with organizations nationwide so we can reach more people and make resources go further.
- An innovative, cause-related collaboration with four-time NASCAR Cup Champion Jeff Gordon and team owner Rick Hendrick to increase knowledge about and support for ending hunger among older Americans. Commissioning research into the problem, including ["Food Insecurity among Older Adults,"](#) the first research ever to look at hunger among those 50-59.
- Educating and enrolling hungry older people in SNAP (Supplemental Nutrition Assistance Program). Today, just one-third of those 60+ who are eligible for SNAP are enrolled; two-thirds are not.
- Providing \$1.9 million in Hunger Impact grants to local nonprofit organizations to develop or expand innovative and scalable anti-hunger programs for adults 50+.



Continued on Page 6

Recognize A Valuable Service Employee You Know with a FASP Award!

The 2013 FASP Awards Committee has begun accepting nominations for the 2013 Minotty Eye Foundation Best Direct Service Employee of the Year.



The deadline for submissions is **Wednesday, May 15, 2013**.

FASP Members are encouraged to nominate a Florida aging service employee who has:

- added value to the service being delivered that has benefited the elders served;
- gone above and beyond job requirements to provide customer service and ensure customer satisfaction;
- developed community resources and support to the services being provided; and demonstrated a high level of commitment to excellence.



The Minotty Eye Foundation Best Direct Service Employee of the Year Award acknowledges an employee who makes a difference in the lives of seniors individually or through a unit, group, agency or organization.

Each year, FASP presents this award during the Florida Conference on Aging to honor the dedication of Florida service employees. The 2013 Florida Conference on Aging will be held August 12-14, at the Grande Lakes J.W. Marriott – Orlando, Florida.

Due to the generosity of the Minotty Eye Foundation's sponsorship, the Award winner will receive **one year complimentary membership and complimentary registration on Tuesday, August 13th** to receive their award which includes **\$500.00 for themselves and \$500.00 for their Agency**.

Nominations can be submitted online [2013 FASP Award Nomination](#). If you have any questions, please contact moreinfo@fasp.net or call (850) 222-2575.



Continued from Page 5 - Drive to End Hunger

How Well Has Drive to End Hunger Done?

Very well. From February 2011 to December 2012, AARP Foundation Drive to End Hunger has:

- Donated more than 20 million meals to hungry older people
- Raised almost \$17 million through individual and corporate donations
- Provided \$383,000 to AARP state offices for anti-hunger campaigns

How Is Drive to End Hunger Funded?

- Through donations from individuals, corporations and other non-profits and through a unique cause-marketing campaign with NASCAR Sprint Cup Champion Jeff Gordon and team owner Rick Hendrick.
- UnitedHealthCare and AARP Credit Card from Chase are proud sponsors of Drive to End Hunger.

How Can I Support Drive to End Hunger?

[Make a donation online](#). Or Text "HUNGER" to 50555.



Supporting the hunger solutions of AARP Foundation.

Big Wheels Deliver Meals

TALLAHASSEE, FL – “Those who are happiest are those who do the most for others,” said Booker T. Washington and it’s that sentiment many local and state representatives, business leaders and dignitaries experienced when they participated in Elder Care Services’ *Big Wheels Deliver Meals* on Tuesday, March 26th, 10:00 a.m.



Big Wheels Deliver Meals gives local celebrities the opportunity to provide seniors the most basic necessity – a hot nutritious meal, along with a safety check and a friendly, always welcomed visit. Participation honored the wonderful work of our volunteers and Elder Care Services’ 41 years of uninterrupted *Meals on Wheels* deliveries.

This year, *Big Wheels Deliver Meals* was presented by KIA Autosport where General Manager Melanie Lee joined Mayor John Marks in these special deliveries along with Secretary Chuck Corley, Department of Elder Affairs, Leon County Commissioners Bryan Desloge, John Dailey, Jane Sauls and Nick Maddox, City Commissioners Gil Ziffer, Scott Maddox and City Manager, Anita Favors Thompson Sheriff Larry Campbell, Julie Moreno, Benson Green, our Elder Care Services’ Board of Directors and more.

Dignitaries were greeted by our clients with heartfelt appreciation and got a glimpse of what our volunteers experience every day. The time invested afforded them an immediate, direct personal connection and allowed them to see how Elder Care Services improves the quality of life for seniors.

Since 1972, over 620 volunteers deliver *Meals on Wheels* five days a week to over 350 home-bound seniors. 30 daily routes and 29 weekly frozen meal routes cover all areas of Leon County. Our *Meals on Wheels* program fills the most basic need for food, providing lunch five days a week, delivered by caring volunteers who also provide a safety check. This year, Elder Care Services will deliver its four millionth meal. This service is instrumental to Elder Care Services’ success in helping our seniors remain at home with dignity and independence.

Elder Care Services, Inc. is a private non-profit corporation, dedicated to improving the quality of life for seniors in Leon and the surrounding counties, allowing them to remain at home with dignity. For more information, visit www.ecsbigbend.org

Upcoming Events



May 2013

May 23-24, 2013: Orlando, FL, Florida Hospice & Palliative Care Association Annual Conference—*Journey: Mapping Our Past, Paving New Roads*. Visit <http://www.floridahospices.org/forum> for more information.

June 2013

June 2-5, 2013: Portland, OR. AIRS Conference—*Blazing the Trail in I&R* Visit <http://www.airs.org/i4a/pages/index.cfm?pageid=3412> for more information.

August 2013

August 12-14, 2013: Orlando, FL, Grande Lakes JW Marriott. Florida Conference on Aging. *Changing in Aging*. Visit <http://www.fcoa.org> or call 850-222-8877 for more information.



Understand Hunger in Your Community and Develop a Plan to End Hunger

United States Department of Agriculture



Why Should I Care?

Ending hunger in America is a monumental task. There are many factors that contribute to hunger, and they often differ from community to community. While a great deal of data exists on hunger at the national level, and to a lesser extent at the state level, an accurate assessment of the food security of individual counties and communities is much harder to obtain. Depending on the specific needs of a community, some approaches to ending hunger may be much more effective than others. If a community does not understand its unique food security challenges, it is much more difficult for that community to effectively address the problem. As such, a key step towards ending hunger is to first understand the unique challenges and causes in your community. You can form innovative partnerships with local stakeholders that have the potential to make huge strides towards ending hunger in your area. Dozens of communities and a handful of states have developed plans for ending hunger in their area, resulting in important effects on policy and program funding.

What Can I Do?

Bring together community stakeholders to analyze hunger in your community

Use this USDA Community Food Security Assessment Toolkit to analyze the hunger situation in your community: <http://www.ers.usda.gov/Publications/EFAN02013/>

Draft a plan to end childhood hunger

Gather local stakeholders from business, social services, faith and non-profit organizations together to draft and implement a plan to end hunger. http://strength.org/state_partnerships/

Help increase SNAP participation in your community

Use the Community Partner Outreach Toolkit to increase SNAP participation in your community: This toolkit is full of great resources and tips. In it, you'll find the latest Supplemental Nutrition Assistance Program (SNAP) facts and figures as well as frequently asked questions and program talking points. Take advantage of our tips, templates, and promising practices to ensure you're making the most of your organization's outreach activities. Lastly, don't forget to check out our new cultural competency and disaster outreach materials. <http://www.fns.usda.gov/snap/>

Impact of Volunteering

Your community can benefit tremendously from a thorough understanding of its unique hunger situation. Once you can show your local elected officials, faith-based and community leaders, and other community stakeholders how hunger affects your community, you will be in a much stronger position. This could lead to forming meaningful and lasting partnerships that will have a huge impact on ending hunger in your area. Others who have done this have formed state or city-wide food policy councils to continue the work.

FASP is on Facebook - Are You?

Do you or does your organization have a Facebook or Twitter account?
We would love to "like" "Friend" and/or "follow" you too.



FASP - Florida Association of Aging Services Providers Facebook page

<http://www.facebook.com/home.php?#!/pages/FASP-Florida-Association-of-Aging-Services-Providers/186392068069967>

FASP - Florida Association of Aging Services Providers Twitter

<http://twitter.com/FLAgingServProv>



DOEA - Florida Department of Elder Affairs Facebook page

<http://www.facebook.com/pages/Florida-Department-of-Elder-Affairs/128604923878650?sk=wall>

FCOA - Florida Council on Aging Facebook page

<http://www.facebook.com/home.php?#!/pages/Florida-Council-on-Aging/74320166787>

FCOA - Florida Council on Aging Twitter

<http://twitter.com/#!/FCOA1>



<http://www.sunmeadow.com>



www.master-host.net.org



www.seniorresourceassociation.org



www.uhc.com



<http://www.SunshineStateHealth.com>



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The intent of the FASP Newsletter is to keep you informed about program updates and information relating to aging services providers. If you have any comments about the newsletter, suggestions on ways to improve it and/or items you would like included, please contact FASP by e-mail at moreinfo@fasp.net or by phone at (850) 222-3524.

The mission of FASP is to support and advocate for public and non-profit organizations engaged in the provision of community-based services to Florida's elders to improve their quality of life.

Mark your calendars now!

***The 2013 Florida Conference on Aging
will be held
August 12-14, 2013
at the
Grande Lakes J.W. Marriott in Orlando***

Early Registration available online now

