



Florida Association of  
Aging Services Providers

Volume 87: March/April 2022

## Florida Association of Aging Services Providers

Guest Editors: Darrell Drummond, Council on Aging of  
St. Lucie; Elizabeth Lugo, The Volen Center and  
Karen Deigl, Senior Resource Association

### Message from the President

By Darrell J. Drummond, Council on Aging of St. Lucie, Inc.



I am excited about this issue of our newsletter for many reasons. To begin with, over the years, this month's newsletter has had Karen Deigl, Senior Resource Association, Indian River County; Liz Lugo, The Volen Center in Palm Beach County, and me, in St. Lucie County, as guest editors. I have always enjoyed seeing what information the two of them discuss and the innovative things they are championing at their agency. I confess, many times, I have used some of their ideas and taken credit for

them with my Board. This month, Liz is providing information on cyber security and Karen is discussing challenges with the workforce, particularly in the COVID era. As we continue to recover from this epidemic and try to return to normalcy, these types of concerns are front and center.

Additionally, now that this year's legislative session has ended and we

**Continued on Page 2**

### Table of Contents

President's Message	1-2
What to know about Cyber-attacks	3
5 Reasons Non-Profits need Cyber Insurance	4-5
What Makes a Good Zero Trust Solution	6
Aging in Place	7
How to Win the Race for Talent	8
Humana Healthy Horizons Award	9
Is Your Company at a Standstill?	10
Thank You Sponsors!	11

### This Issue's Sponsors



## Continued from page 1

focus on the additional funding senior programs have received this year, it is important to put some perspective on how agencies will be able to deliver the needed services, given the changed dynamic in our workforce.

How do all of these things fit together and make for a cohesive message is my challenge. The return to normalcy has seen the Department of Elder Affairs (DOEA) return to the prior requirements for service delivery, taking away many of the flexibilities enjoyed during the pandemic. With regard to the Meals on Wheels program, many of the flexibilities that were instituted during the pandemic proved to be effective, more efficient and in my opinion, improved meal quality and client satisfaction. The benefit of these flexibilities should be embraced and strong consideration should be given to keep some of these options incorporated as standard policy for the meal program. At the end of the day, I believe we all can agree that the ultimate goal is to provide a healthy, tasty and cost efficient meal to our seniors.

As the country continues to grapple with the increase need for cyber security, we find organizations attempting to put additional safeguards in place to protect our agency data and client information. The Area Agencies on Aging (AAA) under the direction of DOEA are instituting new guidelines for how information is transmitted in a fashion to keep these communications secure and private. This is causing many agencies additional time and resources to come into compliance. As always, we need to encourage the greatest amount of collaboration in developing these guidelines, given the limited funding readily available to local agencies.

The result of additional funding coming into the network from CARES, American Rescue Plan, and increased funding from the State for our senior programs is clearly a godsend for Florida's seniors. With the rapidly changing workforce, it is becoming more difficult to staff

the services requested, particularly for in-home services.

With the recent increase in gas prices, budgets are being strained in order to get personnel into the homes of seniors. Clearly the solution is additional spending on wages and benefits. The secret that many agencies are having to handle is that most of these funds, particularly the federal and state grants, come with a local ten percent (10%) match requirement. As these dollars are coming to agencies throughout the budget year, it is more problematic to raise the match requirement and deliver the services. Additional attention needs to be paid to getting assistance from DOEA and AAA to help fund the local matches and not hinder the delivery of services on the local level.

Finally, the Governor has appointed a new Secretary of Elder Affairs, Michelle Branham, and we look forward to working with her as she outlines the Governor's vision for seniors in Florida. It is my hope that she will continue the tradition of actively participating and collaborating with the entire senior network.



This practice has proven to be tremendously successful in making all members of the network feel valued and focused on success for Florida.

*Darrell Drummond*



## What You Need to Know about Cyber-attacks

By: On Call Computer Solutions, LLC

Cyber-attacks can be deployed employing highly sophisticated tactics and involve smaller cyber-attacks or ransomware attacks on random targets. Often these attacks come via phishing emails, emails disguised as legitimate emails meant to trick users into typing in or revealing sensitive information such as usernames and passwords. Smaller, random cyber-attacks are frequently used as distractions from a much larger cyber-attack aimed at critical infrastructure: power grids, water processing plants, hospitals, banks, or anything that could disrupt life and help create panic. No target is too small for a cyber-attack. We are all part of the bigger cyber-attack landscape. All it takes is one hacker to trick one business owner into clicking on a link in an email, downloading ransomware, encrypting all that business' data, and spreading throughout the network.

So, what can you do to avoid becoming a victim of the coming cyber-attacks?

- First and foremost, we all must take responsibility for our own security at home and in the office.
- Have a unique username/password combination for all websites that require one.
- Disable location services and Bluetooth on your phone or laptop when not needed.
- Regularly update your phone and computer.
- Think before you click.



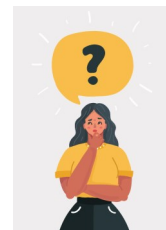
If you are the person in your business responsible for IT management, have a system security plan in place. Understand that cyber security requires a layered approach. There is not just one solution to being secure, there must be an actual thought out plan based on your individual setup.



[Click this link to go to the eCIRTS Learning Page](#)

Have questions?

Check out the new [eCIRTS document](#) designed especially to help make your transition to eCIRTS as smooth as possible!



To be included in the DOEA eCIRTS newsletter emails, please use the sign-up form provided here: <https://lp.constantcontactpages.com/su/WuuMrUR/ecirts>



# 5 Reasons Why **Non-Profits** Need Cyber Insurance

1

## REPUTATIONAL HARM

Nonprofits rely heavily on their reputation to keep donations flowing in. A data breach can shatter confidence in a nonprofit and will result in consequential reputational harm. This affects the organizations' ability to raise funds.

2

## BUSINESS INTERRUPTION

As a nonprofit, when your system is down, there is a massive probability of lost profit. You may be unable to perform transactions, process donations, and perform other day to day operations. This stoppage can cripple a business.

3

## NOTIFICATION COSTS

Nonprofits have sensitive information like credit card numbers, allocation of aid, donor data, employee records and health insurance information. When this information is breached, the nonprofit has the responsibility to notify each of the respective parties who may or may not file suit.

4

## CYBER CRIME

Nonprofits often have limited resources to invest in information security. This gives way to outdated systems and potentially an under-staffed IT team, making the organization more susceptible to data loss and other cyber breaches.

5

## PRIVACY LIABILITY

Not only do nonprofits need to worry about a malicious hacking attack, they need to worry about a non-intentional breach. For example, if the CEO leaves his laptop in an Uber, serious confidential information may be compromised.



*"There are two types of companies: those who have been hacked and those that will be."*

Robert Mueller, FBI Director 2012

## CLAIMS EXAMPLES



Goodwill Industries International confirmed a data breach in 330 of its stores that compromised an estimated 868,000 debit and credit cards. Payment card information like names, card numbers and expiration dates may have been compromised.



An organization providing medical care and support services to people living with HIV/AIDS had an office burglary. An employee's laptop was stolen. The laptop contained a spreadsheet with client names, date of birth, client status.



An employee of a Jewish Community Service office was arrested for trying to sell names, addresses and social security numbers of Holocaust survivors for tax fraud purposes.



A public advocate group's website was hacked into, and the hackers published a data base consisting of the names, addresses, telephone numbers, emails, medical conditions, and other personal details.

## COST ANALYSIS

What does it cost your business when 100,000 records are breached?

# \$850,000

**\$40,000**  
Legal Advice

**\$60,000**  
Forensic  
Investigation

**\$100,000**  
Notification  
Mailshot

**\$100,000**  
ID Theft  
Monitoring

**\$50,000**  
Call Center

**\$500,000**  
Regulatory Fines  
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## What Makes a Good Zero Trust Solution

By: James Moore & Company



What exactly is Zero Trust when it comes to your technology? In this episode of Moore on Technology, Curtis discusses Zero Trust policies and how they can better safeguard your network. He'll also clarify the difference between Zero Trust and Principle of Least Privilege and discuss why more companies aren't using this important approach to cybersecurity.

[WATCH NOW!](#)

## CFC Underwriting Case Study: Donation Diversion

A charity's payment to a research partner is sent to a fraudulent account after an email is compromised. [Click here to read the case study](#)



## FASP is on Social Media—Are You?

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## Aging in Place—The Economic and Fiscal Value of Home and Community-Based Services

Similar to demographic trends across the U.S., Florida will encounter a rapid increase in the number of elderly residents requiring long-term care and services. Florida's 65 and older population is anticipated to grow by 52.1 percent over the next two decades from 4.4 to 6.7 million elderly residents. A variety of continuum of care options exists to accommodate the impending rise in long-term healthcare utilization, ranging from nursing homes to home and community-based settings.

Not only do these options differ in their public costs and quality outcomes, but the COVID-19 pandemic has spotlighted the importance of physical risk and exposure to infection when considering what long-term settings exist. Due to the projected growth in Florida's elderly population over the coming decades, it will be critical to expand resources across the state's entire continuum of care.

Click here to read [Florida TaxWatch's Continuum in Care](#)




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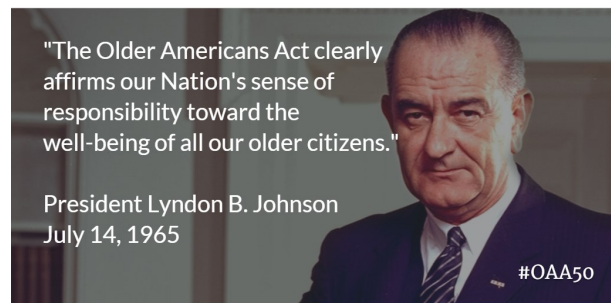
**Reviewed** — “5 ways to prevent isolation for seniors aging in place” <https://www.reviewed.com/accessibility/features/activities-isolated-seniors-can-combat-loneliness>

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### American Society on Aging — Generations

“At Almost 60, It's Time for a Life Review of the Older Americans Act (OAA) as it Approaches Eligibility Age”

<https://generations.asaging.org/almost-60-life-review-oaa>



### Older Americans Act

Congress passed the [Older Americans Act](#) (OAA) in 1965 (updated most recently in 2020) in response to concern by policymakers about a lack of community social services for older persons. The original legislation established authority for grants to states for community planning and social services, research and development projects, and personnel training in the field of aging. The legislation created the Administration on Aging (AoA) at ACL to manage grant programs and to serve as the federal focal point on matters concerning older adults.



The race for talent is nothing new. What is new, however, is what it takes to win. Higher salaries, wages, and bonuses may once have been enough to attract and retain top employees. In today's job market, though, employers need to provide for an employee's overall well-being. Resources and benefits that holistically support employees—such as programs that promote good mental health, successful retirement planning, and financial security—elevate your benefits offering and help position you as an employer of choice.

### How to win the race for talent

Critically, this doesn't end once you hire top talent. Since 2020, the number of workers quitting their jobs has increased almost monthly, creating massive turnover now referred to as The Great Resignation. An elevated approach to benefits will not only attract top talent by showing them you know their worth, but retain them as well.

Are there areas we could help make your benefits offerings more competitive? Learn more about how we can help you in our recent publication.

[Click here to download the report: How to Win the Race for Talent](#)



*Florida Conference on Aging*  
*August 22-24, 2022*

*Hyatt Regency, Orlando, FL*

The Florida Conference on Aging is a multi-disciplinary conference held annually. FCOA is proud to partner with the Florida Association of Aging Services Providers for this event. Watch the [FCOA website](#) for information about specific workshops and speakers.

#### Conference Hotel Information

**Hyatt Regency** - 9801 International Drive, Orlando, FL  
**Reservations:** 402-593-5048 (group code G-N5ST)  
or [ONLINE CLICK HERE](#)

**Room Rate:** \$153/night for rooms reserved by July 30, 2022





# Humana | Healthy Horizons™

## Recognize a Valuable Service Employee and a Senior Volunteer with a FASP Award!

The 2022 FASP Awards Committee is accepting nominations for the Humana Healthy Horizons Best Direct Service Employee of the Year and the Humana Healthy Horizons Senior Volunteer of the Year Awards.

The deadline for submissions is **Thursday, June 30, 2022**.

**FASP Members are encouraged to nominate a Florida aging service employee or senior volunteer who has:**

- Added value to the service benefiting and being delivered to elders
- Gone above and beyond to provide customer service and ensure customer satisfaction
- Developed community resources and support for provided services
- Demonstrated a high level of commitment to excellence

The Humana Healthy Horizons 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.

The Humana Healthy Horizons Senior Volunteer of the Year Award acknowledges the accomplishments of a Senior Volunteer who serves clients.

FASP will present these awards during the Florida Conference on Aging to honor the dedication of Florida service employees and volunteers. The 2022 Florida Conference on Aging will be held August 22-24, at the Hyatt Regency in Orlando, Florida.

Due to the generosity of Humana Healthy Horizons in Florida, Award winners will receive \$500 for themselves and \$500 for their agency, one year complimentary membership in FASP, complimentary registration to the Florida Conference on Aging and 1 night hotel stay to receive their award.

**You can submit nominations at:**

**Humana Healthy Horizons Best Direct Service Employee of the Year**

<https://fasp.wufoo.com/forms/best-direct-service-employee-award-nomination/>

**Humana Healthy Horizons Senior Volunteer of the Year**

<https://fasp.wufoo.com/forms/senior-volunteer-of-the-year-award/>

If you have any questions, please contact [moreinfo@fasp.net](mailto:moreinfo@fasp.net) or call (850) 222-3524.

## If your company's at a standstill, you may be asking the wrong question

By [Kinesis.com](https://www.kinesis.com)

In his book, [Good to Great](#), Jim Collins creates a lasting and memorable metaphor by comparing a business to a bus and the leader as a bus driver. He emphasizes that it is crucial to continuously ask “First Who, Then What?”

*You are a bus driver. The bus, your company, is at a standstill, and it's your job to get it going. You have to decide where you're going, how you're going to get there, and who's going with you.*

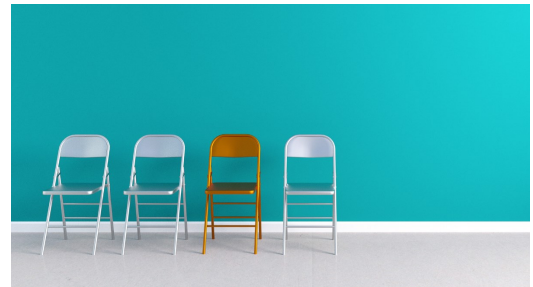
*Most people assume that great bus drivers (read: business leaders) immediately start the journey by announcing to the people on the bus where they're going—by setting a new direction or by articulating a fresh corporate vision.*

*In fact, leaders of companies that go from good to great start not with “where” but with “who.” They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats. And they stick with that discipline—first the people, then the direction—no matter how dire the circumstances.*

[Click here for the “First Who” concept](#)

### **RIGHT PEOPLE:**

They share in your core values and embody them on a regular basis. They're team players and generally people want to work with them. They add to your culture and are excited to generate growth. Simply put, they're easy to get along with and don't create friction.



### **RIGHT SEATS:**

The employee performs to the best of their ability, meeting deadlines and expectations. They don't create extra work for their co-workers. They work hard but aren't constantly exhausted and overwhelmed—or bored. It's not just a job or a paycheck and they love what they do.

## Here are four different scenarios that can play out:

1: Wrong Person/Wrong Seat: If one of your employees isn't sharing your company's values, has an attitude problem, and isn't performing in their role, you simply have the wrong person for the job and for your company.

2: Right Person/Wrong Seat: They're committed to the vision of your company and their co-workers like to work with them as well. But, they're not in the right spot. It could also mean finding a new position within the company or even promoting them to take on new responsibilities and step into a more challenging role.

3: Wrong Person/Right Seat: This person is good at their job—they're performing at a high level, meeting and exceeding standards, and doing everything asked of them from a logistical perspective. It means they're not aligning with the values and mission you've put in front of them. You may want to try talking to them but it's most likely just a personality trait that doesn't fit.

4: Right Person/Right Seat: You know it when you see it. This person is a delight to work with, performs at a high level in their job, and solves problems for your organization. Keep them at all costs.



# Thank You Sponsors!



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ASSOCIATION

*Promoting Independence in our Community*

<https://www.seniorresourceassociation.org/>



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