

NOVEMBER / DECEMBER 2005

# Aging in Place News



[www.naipc.org](http://www.naipc.org)

## NAIPC TO PARTICIPATE IN THE 2005 WHITE HOUSE CONFERENCE ON AGING

**THE WHITE HOUSE** Conference on Aging (WHCoA), which assembles every 10 years, will convene for a three-day conference beginning on December 11, 2005 in Washington, DC.

The conference will feature 1,200 delegates from all 50 states, the District of Columbia, American Samoa, Guam, Puerto Rico and the U.S. Virgin Islands. The joint findings of the delegates will serve as the basis for policy recommendations to the President, Congress, and public and private businesses to improve the quality of life for America's aging population.

The fifth-ever WHCoA, entitled, "The Booming Dynamics of Aging: From Awareness to Action," will have a mandated focus on the 76 million baby boomers whose aging will soon present America with challenges that have yet to be seen.

Josefina G. Carbonell, Assistant Secretary for Aging at the Department of Health and Human Services, has played a major role in setting up the conference, driven by her desire to help the elderly live as comfortably as possible. She expects that, "The recommendations from the 2005 White House Conference on Aging will help our nation meet the needs and expectations of older Americans in the future, especially for the first wave of 78 million baby boomers who will begin to turn 60 in 2006."

On the agenda are topics including Aging in Place, The Workplace of the Future: Employment Opportunities for Older Workers, and Technology and Innovation in an Emerging Senior/Boomer Marketplace, among others.

Events include a large-scale product and service provider exposition, which the National Aging in Place Council will participate in. NAIPC will set up a booth to discuss Aging in Place issues with the delegates, press and public attendees. The conference is a great opportunity for NAIPC to add to the aging discourse occurring on the local, state and national level.

For more information on the fifth White House Conference on Aging, please visit [www.whcoa.gov](http://www.whcoa.gov).

## 2005 NATIONAL AGING IN PLACE WEEK

**THE NATIONAL** Aging in Place Council is pleased to announce that the 2005 National Aging in Place week was a success.

Building upon experiences from past years, member organizers hosted events in over 35 cities nationwide, from Honolulu, Hawaii to Burlington, Vermont. In each city, professionals from the aging, healthcare, financial services, home-remodeling and employment sectors participated in seminars and resource fairs. Participants encouraged retirees and their families to be proactive in thinking about their future housing and healthcare needs, and ultimately, to provide ideas and information on products, services and lifestyle tips that will help them achieve comfortable, independent living as they age.

For more information, visit [www.seniorsafehome.com](http://www.seniorsafehome.com), [www.naipc.org](http://www.naipc.org), or email Daniel George at [dgeorge@dworbell.com](mailto:dgeorge@dworbell.com).

## IT'S TIME TO HAVE 'THE TALK'

COMING OFF the Third National Aging In Place Week, awareness is as high as ever concerning the issues facing the aging population in the United States. We, at the National Aging in Place Council, purposely planned National Aging In Place Week to take place two weeks before Thanksgiving to promote discussion as families come together to enjoy the holidays. Now is the time to get the ball rolling, and to ensure that your loved ones enjoy their lives comfortably, independently, and in their own homes.

### AGING IN PLACE NEWS

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## LIGHT THE NIGHT

SOMETIMES THE MOST EFFECTIVE WAYS to minimize the risks of injury in the home are also cheap and do-it-yourself easy, no matter how old you are. The following are some easy, but often overlooked, ways to prevent falls at night:

- **Nightlights that turn on at the same time every night by way of automatic light sensors or automatic timers.** Packages of 5 automatic, 'photo sensitive,' night-lights are available from Ace Hardware for \$42. Please visit, <http://www.acehardware.com/product/index.jsp?productId=1286385>.
- **Light switches at every entrance to a room, hallway and set of stairs.**
- **Remote control lighting in the bedroom.** Often, falls take place when going between the light switch and the bed. These can be installed to work with overhead lighting or attached to lamps that plug into the wall. For information on remote controlled lighting, visit, <http://www.hometips.com/cs-protected/guides/lightingcon.html>
- **Glow-in-the-dark toilet seat.** Hospitals in Australia have been using these for years with great success. The bathroom is likely to be the most traveled to place in the house at night, and this easy to install toilet seat takes the guesswork out of the layout of the bathroom. For more information, visit [https://www.acqa.org.au/news/no\\_flash\\_in\\_the\\_pan](https://www.acqa.org.au/news/no_flash_in_the_pan).

## WHAT IS THE NATIONAL AGING IN PLACE COUNCIL?

*The National Aging In Place Council (NAIPC) is a non-profit membership organization founded on the belief that an overwhelming majority of older Americans want to remain in their homes for as long as possible, but lack awareness of private and community-based services that make independent living possible.*

*Our mission is to foster greater collaboration between professions—remodeling, architecture, interior design, financing, product design and manufacturing, urban planning, social services, health, and others—whose involvement is essential to insuring greater public access to programs and support services that foster aging in place.*

*By doing this, we hope to encourage senior citizens, recent retirees, and Baby Boomers to be proactive in thinking about their future long-term housing and care needs, and provide them with ideas and information on how to do so.*

*The National Aging In Place Council is located in Washington, DC. You can reach us at 1400 16th Street N.W., Suite 420, Washington, DC, 20036, or by telephone at (202) 939-1770.*

## GOVERNORS BRING ATTENTION TO AGING IN PLACE

Governors from seven states helped to bring national attention to the issues affecting senior citizens and aging in place by declaring the week of November 6, 2005 as "Aging in Place Week" in their respective states.

With their proclamations, Governors Gregoire of Washington, Granholm of Michigan, Owens of Colorado, Warner of Virginia, Douglas of Vermont, Pawlenty of Minnesota and Kenny Guinn of Nevada made an enormous contribution to the public awareness campaign and to the efforts that took place across the nation during the 2005 National Aging in Place week.

The National Aging in Place Council would like to thank the Governor's who participated, and welcome those who did not to participate in next year's Aging in Place Week.



## CNN AIRS AGING IN PLACE TECHNOLOGY

ON NOVEMBER 18, 2005 CNN.com released a story highlighting the importance of technology in senior's homes.

The story, which featured a son who saved his mother from across the world, aired on the show, "Anderson Cooper 360," and is available in print on CNN.com.

Recognizing that their mother, Karin Jordal, was having health problems and difficulty getting around her house, Tore and Ole Jordal installed a web cam in her California home to be able to check-in on their mother from Norway and the Philippines, the brothers' new home countries.

Ms. Jordan is grateful they did. On Thursday, November 17, 2005, Ms. Jordan collapsed in her living room from dangerously low blood sugar. Tore, her son in the Philippines, happened to check-in on her, as he does regularly, and saw her motionless on the couch. Immediately, Tore called his brother Ole, who then called the proper authorities in the California city of Pinon Hills from the western Norwegian city of Bergen. An ambulance arrived at Ms. Jordan's home within ten minutes of Tore spotting his unconscious mother from across the globe.

Tore, Ole and Ms. Jordan all are appreciative of the technology available that can be used in situations like these.

Ole told CNN that, "Now I see the Internet as a way to save lives. It's also a wonderful tool for people who live alone in some remote are, and might need help."

## 2005 AIP WEEK RUNDOWN

IT'S NEVER TOO EARLY to start thinking about how you can contribute to making next year's National Aging In Place Week even more successful than the last. Take a look at what types of events other NAIPC members hosted to get ideas on how you can add to the events in your city.

### ■ San Diego, California:

By means of outreach materials such as press releases, public service announcements (PSA's), flyers and fact sheets, Liliane Choney of Revisions Resources used AIP Week in San Diego as an opportunity to increase media awareness about the issues facing seniors who wish to remain in their homes as they age.

Ms. Choney was able to reach out to 20 different media outlets including San Diego's major newspaper, the Union-Tribune, and local ABC affiliate, KGTV.

Newspapers around San Diego ran stories about Aging In Place, and KGTV



and Channel 15 ran two-minute segments throughout the day on Sunday, November 13th, featuring Ken Terrill.

Along with the media efforts, Ms. Choney arranged workshops at local Home Depot stores featuring tips on keeping you home safe that have surfaced as a result of the recent Home Depot/AARP partnership. A downtown AARP open house featuring AARP Associate State Director Maxine Fischer (pictured below left, with Liliane Choney, right) and a confidential call-in line for seniors who had questions about financial matters were also included in the day's events.

### ■ Honolulu, Hawaii:

Percy Ihara coordinated events at three senior centers and arranged for a one-hour long segment on Hawaii Public Radio. Joining Mr. Ihara on the call-in talk show was the local director of AARP and two senior financial case managers. The group fielded a number of calls including a few sad stories, indicating that Hawaiians are interested in how they can be proactive in planning to Age in Place.

Mr. Ihara noted that while some events were well attended, next year more money will be needed for banners, media contact, interviews and advertisements in order to reach out to more of Hawaii's senior citizens and Aging in Place service providers.

### ■ Milwaukee, Wisconsin:

Lynne Anderson stressed that the event in Milwaukee went very well, in

large part due to the location. The event, which featured a Medicaid/Finance seminar, was held at the West Allis Memorial Hospital in West Allis, Wisconsin.

According to Ms. Anderson, the event's location lent itself to, "a lot of walk-in traffic that we would not have seen elsewhere."

However, Mrs. Anderson did concede that, "Attendance could have been better, but we really did not invest in much advertisement this year," and that, "Overall, we were happy with the event and look forward to next year being even better."

### ■ Burlington, Vermont:

Scott Funk and Lois Whitmore combined efforts and put on a number of events in the Burlington area.

By reaching out to various Vermont government and media outlets, Mr. Funk and Ms. Whitmore were able to attract a significant amount of attention to AIP Week, culminating with Governor Douglas' proclamation and attendance at one of the events.

Vermont kicked off AIP Week with a job fair that catered specifically to the employment of the 50+ population.

Originally, 18 employers were expected to meet with 100 seniors to host workshops such as "Transferable Skills," "The Business Roundtable," "Resume/Interviewing," and "Networking." However, the job fair ended up having four additional employers, and approx-

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**AIP Week Rundown,**  
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imately 80 additional seniors show up, bringing the total number of seniors in attendance to approximately 180.

Mr. Funk commented that, "By 10 AM, there were so many people you couldn't get through the front door."

In attendance were State Labor Commissioner Pat McDonald, who kicked off the event with a speech highlighting the importance of mature workers, and representatives from two television stations who later did stories on Aging In Place.

A number of seniors went home from the fair taking with them a job or newfound hope for finding a job.

AIP Week events continued the following day with a speech by Dolly Fleming, executive director of the Community of Vermont Elders, on "Reflections on the Important Role of Family Caregiving."

Other events included an information session on Medicare Part D, led by Gail Ireland, State Health Insurance Program (SHIP) Coordinator at the Champlain Valley Area Agency on Aging, and a "Your Body Changing Luncheon" at a local fitness center, which featured appearances by Governor Douglas and fitness experts speaking on ways to cope with the bodily changes that occur when we age.

According to Mr. Funk, Aging in Place Week in Vermont was well attended and ended up being a "great success."

Sponsoring the events were Griplén, Donlan & Roche, Vermont Department of Disabilities, Aging and Independent, Armistead Care Giving,

Heartfelt Massage, Racquet's Edge, Home Instead Senior Care, Vermont Department of Labor and Elder Care Services Fletcher Allen Health Care.

■ **Charleston, South Carolina:**

"The Gifts of Aging," South Carolina's Aging in Place Week event, took place in Charleston, largely due to the efforts of Paul and Barbara Franklin.

The event partially took on an expo-like feel with 28 Exhibitor Partners each paying \$50 to set up booths featuring information on products and services available to seniors in South Carolina. Of particular interest was a booth that featured a doll-sized house, retrofitted with Aging In Place and universal design appliances.

Barbara Franklin estimated that there were more than 150 attendees at the event, a result of getting out the word early and often.

In the weeks and months leading up to National Aging In Place Week, the

Franklin's gave 14 educational presentations to civic, community and professional groups, which provided an outlet to distribute invitations to, and information about AIP Week at each of the events.

The Franklin's also appeared on local television and radio shows during the period prior to their event, and asked members of the South Carolina Aging In Place Coalition to bring with them two seniors who would benefit from information on Aging in Place.

In addition, the Franklin's requested that the director of the state Office on Aging present awards to 20 outstanding seniors in the community on behalf of the Lt. Governor. This not only attracted attention to the event, but also drew more people in, as all of those receiving awards brought family members and friends with them.

Ms. Franklin noted that she and her husband's outreach really, "helped us to reach out to the community and attract

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**AIP Week Rundown,**  
*continued from page 5*

people we wouldn't normally have contact with...[to] create a 'buzz' about the event and make sure we had good attendance."

■ **Michigan:**

Mike Gruley took the lead in organizing and promoting more than 20 events throughout Michigan.

Starting on October 15th and running through November 11th, Michigan's events included radio shows, concerts, information sessions for caregivers and service providers, home remodeling clinics, product exposition and demonstration, exercise classes, fall prevention classes, medical screenings and legal information on living trusts.

Mr. Gruley emphatically stated that all the events went off without a hitch, and that he could not have done it without the help of many others in cities across Michigan, including Ruth Gagel, below middle, who was responsible for getting the Mayor of Dearborn to issue a proclamation recognizing Aging in Place Week. Pictured left to right are Michael Gruley, CSA President of First Financial and Founder of Michigan Aging in Place Council, Captain Jeffery Oldenberg, Dearborn Fire Department, Ruth Gagel, Dearborn Senior Services, Jon Maiolatesi, Michigan Aging in Place Council member, and Emil Coolidge, Michigan Aging in Place Council member.

Sponsoring the events were the Office of Governor Granholm, the Area Agency on Aging I-B, Blue Cross and Blue Shield, Chronic Illness Coalition,



Alzheimer's Association, St. Joseph Mercy Health Systems, AARP, The Senior Alliance, University of Michigan, Life Line Systems, Inc., State Farm, Health Care Partners, Direct Medical Equipment, WDTK, WNZK, Priscilla M. Strakovits, McMahan and Associates, Comfort Keepers, Northville Senior Center, Waterford Senior Center, Dearborn Senior Center, Bedford Senior Citizen Center, Clinton Township Senior Center, Farmington Hills Community Library, Graphic Services, Inc., Barnwell Team of Keller Williams Realty, Glacier Hill Retirement Community and Mature Advisor.

■ **Sierra Madre, CA:**

Sierra Madre hosted AIP Week with an event themed "Keep Mom and Dad in Their Pad." Marida Slobko was responsible for organizing the November 12th event, which featured the town's local fire department handing out free smoke detectors, legal advice

concerning living wills, health screenings, flu shots and exercise mini-classes.

Recognizing that roughly 25% of Sierra Madre's 11,000 residents are seniors, Ms. Slobko reached out by advertising in the monthly, weekly and daily papers, all local church bulletins, the town website and on local cable television.

Aside from the seniors that attended, 21 vendors from the AARP, several homecare providers, product providers, CPA's, Financial Planners, SRES Real Estate, Senior Resources and Rascal Insurance were on hand to discuss the options available to those who wish to stay "in their pad".

Ms. Slobko reported that, "The Sierra Madre Senior Community Commission is looking at whether they want to do this again (they made money)," and that, "I've had some suggestions about how to reach more folks—that involves money, of course."

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**AIP Week Rundown,**  
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## ■ Seattle, WA:

By Susan Duncan

Another successful Aging in Place Resource Fair took place at the Seattle Center House on November 12, 2005. Baby Boomers, seniors, retirees, caregivers and healthcare service providers participated in the event, which focused on providing individuals with useful ideas and information about Aging in Place, and the opportunity to think about their current and future long-term housing and care needs.

Denise Klein, Executive Director of Senior Services, kicked off the event with an opening ceremony speech to address to the participants about what it means to plan for our dreams as we age, and the importance of the concept of home in that process.

The event featured an exhibit fair throughout the day with over 20 participants from various businesses, nonprofits and senior related services. They provided participants the opportunity to collect information and ask questions related to Aging in Place. An educational forum also took place offering discussion topics such as Medicare prescription plans, 'walkable' communities, assessing your home and personal aging needs, and understanding finances, among others.

In addition to the exhibit fair and educational forum, a new documentary titled, *Universal Design: Classroom Meets Concrete*, was shown to educate attendees on the basics of home remodeling and Universal Design.

Seattle's Aging in Place Week was a success due to early planning, business participation, media marketing and giveaways that provided further incentive for seniors to come. However, for next year's event, participants in Seattle would like a better venue that caters to people of all accessibilities, a contract with those exhibiting at the events, more interactive activities and development and deployment of publicity materials more than a few weeks in advance.

## ■ Chevy Chase, MD:

On Wednesday, November 9, approximately 110 seniors celebrated 2005 National Aging in Place Week with an afternoon USO themed sing-a-long at the Chevy Chase United Methodist Church.

Jacqueline Phillips of the Maryland Department of Housing and Community Development served as Master of Ceremonies, bringing with her greetings from Maryland Governor Robert Ehrlich. Also in attendance was Elizabeth Boehner, Director of the Montgomery County Office on Aging, who addressed those in attendance about the services available to seniors in Montgomery County.

The sing-a-long was lead by singer Stephanie Hull and pianist Stuart Lucas. However, it was not long until the seniors stole the show with their singing and dancing to the sounds of the 1940's.

The event ended with a raffle for dinner for two at a local restaurant sponsored by a real estate agent who specializes in working with seniors. Each guest received a souvenir songbook and a gift bag filled information and practical giveaways.

Sponsoring the event was the Metro Aging in Place Coalition, whose members include the Maryland Department of Housing and Community Development, Montgomery County Department of Aging and Disability Services, Partners for Livable Communities, Family and Children Services of Central Maryland and Wells Fargo.

Chuck Kauffman, Roberta Loker and Theresa Spotwell were largely responsible for Maryland's Aging in Place Week events.

## NAIPC'S NEWEST ADDITION

Daniel George has recently joined our staff at the National Aging in Place Council.

Dan, a native of Orange County, California is a recent graduate of George Washington University where he majored in political science and criminal justice. During his time here in Washington, he held several positions that have prepared him for his position with us, including an internship on Capitol Hill in the office of Senator Dianne Feinstein. Dan had been seeking a career opportunity where he would get to work on important issues in public policy and decided that NAIPC offered an exceptional chance.

We welcome Dan to the National Aging in Place Council and we are looking forward to his positive contributions.

## SENIORS INVITE PUBLIC TO WITNESS HOME TRANSFORMATION

THE MACRITCHIES, of Hillsdale, Michigan, are transforming their home and would like the public to watch.

A strong desire to remain in their home throughout their senior years has led the MacRitchies to hire Patricia Rowen of Rowen Design to take on the remodeling project, which will retrofit their home with the latest Aging-In-Place technology.

The house will be on display both "Before" and "After" the remodeling. The "Before" tours of the house will take place from December 2-3, 2005. The "After" tour will be in March of 2006.

Not only will this project raise awareness about home remodeling and Aging-in-Place, but it will also raise money for city improvement. All proceeds from the home will be donated to rehabbing the historic Mrs. Stock's Park in Hillsdale, Michigan.

The showcase house is sponsored by Rowen Design and Glass Construction.

## AGING IN PLACE COUNCIL MEMBERSHIP DRIVE

**BECOME PART OF AN ELITE GROUP** of professionals dedicated to increasing seniors' standard of living by providing them with information and ideas they can use to remain independent throughout retirement.

NAIPC is the only forum of its kind for professionals from a wide range of disciplines—remodeling, architecture, elder law, interior design, finance, product design and manufacturing, urban planning, social services, health, and others—to work together to promote aging in place.



The National Aging In Place Council can help establish your presence in this growing segment of American business and public policy.

If you fall into one of the following categories, you can increase your presence in the market and help seniors remain in their homes for as long as possible by joining the National Aging in Place Council:

- Geriatric care managers
- Occupational therapists
- Architects
- Interior designers
- Remodeling contractors (including those who have obtained the Certified Aging in Place Specialist designation)
- Home health care companies
- Insurance companies and brokerages
- Food and product delivery services
- Home maintenance professionals
- Landscaping contractors
- Transportation companies]
- Financial planners
- Elder law specialists
- And many, many more.

If you think that you or your company can positively impact the Aging-In-Place field, or for more information, contact Daniel George at [dgeorge@dworbell.com](mailto:dgeorge@dworbell.com).