



This is how it all began. In 2016 a group of community providers that serve older adults and caregivers participated in a series of discussions facilitated by Collective Action Lab (CAL). CAL is a part of a Silos to Circles initiative. Silos to Circles is an effort to increase awareness of existing services and to build a smoother collaboration and referral system between community service providers and health systems to benefit older adults and caregivers.

Through this process the group learned that there are substantial services in the region. However, the knowledge of these services is where the need lies. A list of goals was developed to improve access and understanding of services in the region.

In January 2018, Southern Chisago County was chosen to receive funds through LeadingAge Minnesota Foundation to assist in planning and implementation of the goals; the Chisago Age Well Coalition (CAW) was formed.

The coalition is made up of community service providers and community members from Southern Chisago County which includes North Branch, Chisago Lakes (Lindstrom, Chisago City, Taylors Falls, Center City, and Shafer) and Wyoming. The area is one of four rural communities chosen to receive funding to work as a Silos to Circles community. Active coalition members include representation from a variety of community service agencies that include: Central Minnesota Council on Aging (CMCOA), Senior LinkAge Line®, Second Harvest Heartland, Fairview Health System, North Branch Area Education Center, Chisago Lakes Community Education, Chisago County Public Health and State Health Improvement Program (SHIP), Family Pathways, Lakes & Pines CAC, Good Samaritan Home Care, Chisago County Community Center Catholic Charities-Senior Dining, Ebenezer Meadows on Fairview, Heartland Express, and East Central Regional Library. In addition the coalition has had tremendous support from locally owned businesses and groups to develop and implement the work plan such as: KiChiSaga Trading Company, LLC, 95 North Printing, Northwoods Roasterie & Coffee Shop, Chisago Lakes Area Chamber of Commerce/Forever Young Club, Chisago County Press - Lindstrom, and St. Croix Valley Camera Club.

CAW Plan: The Coalition is implementing programs to enhance awareness and understanding of community resources for older adults: Resource Hub - Expanded in-person, online, and telephone assistance provided through Senior LinkAge Line® and Family Pathways Caregiver Consultation services. Community Connectors - Volunteers provide outreach and education about the Coalition and available resources to interested community groups. Quick Look Reference Guide - A one-page directory of services for older adults. Community Events - Community expos, health fairs, and Dine & Discover events that offer time to socialize and learn about topics related to older adults and their caregivers.

This work is part of a larger effort called Silos to Circles that aims to break-down barriers between social services, community services, and health care. A broad group of 50+ Minnesota organizations, agencies, and businesses became a network focused on community health and system health. The aim is to experiment and share things that have worked. A key purpose of the network is to encourage and support collaboration.

This Silos to Circles network identified aging services as one promising area for breaking down silos at the local level. A regional foundation serving rural Minnesota communities awarded a substantial grant to LeadingAge MN Foundation to test a coalition-based effort grounded in the collective action principle of collaboration and shared decision-making.

## **DESCRIPTION OF TARGET POPULATION**

The Chisago Age Well Coalition is a joint venture between healthcare and community programs that serve older adults. The goal is to improve access to essential services, evidence-based risk management interventions, and person-centered supports for adults age 65+ and their caregivers.

Healthcare costs of people age 65 years and older are five times higher than younger people, and

the older population will grow 25% by 2030. Well-organized community resources and early preventive care can impact downstream health care costs resulting from chronic disease, such as arthritis, dementia, hearing loss, and falls. (Trust for America's Health. Blueprint for a Healthier America, Issue Report. October, 2016).

### **Target population growing**

A recent Chisago County Housing Study indicated that 18% of the county's estimated population of 54,293 were age 65+ in 2018 and will increase to 26% of the county's population by 2030.

The 2017 Chisago County Community Health Assessment identifies 20.4% of the county's population as retired. Respondents to the 2013 Central Minnesota Community Health Survey age 65+ identified lack of physical exercise (67%), falls among the elderly, (45%), chronic pain (41%) and lack of services to allow people to continue to live at home (36%) as moderate to serious problems in Chisago County; 70% of respondents age 75+ had delayed or did not get care due to transportation barriers.

### **Background**

The Age Well Coalition is the product of a statewide Silos to Circles initiative launched in 2016. Their research found a need for greater awareness of available resources to help older adults and their caregivers. Chisago Age Well is one of four pilot programs targeting older adults and their caregivers living in rural communities.

### **Initiatives requiring ongoing support**

- Program coordinator to help the coalition achieve its goals by coordinating meetings and events and providing social media assistance with the webportal and Facebook page.
- Three to four Community Connectors assist with educating and connecting service providers and community members to local resources.
- Distribution of Quick Reference brochure
- Sponsorship of quarterly Dine & Discover events on topics such as: advance directives, dementia, preventing identity theft and fraud, and safe use of prescription medications
- Increase support for caregivers of older adults at risk of formal placement through the collaborative efforts of Senior LinkAge and Family Pathway Care Consultants
- Leveraging technology to develop a centralized database of resources available via the Web Portal

**CAW initiatives postpone the need for high cost Long Term Services and Supports by offering older adults and caregivers opportunities to connect with community resources and supports upstream of a crisis event.**

### **Addressing Challenges and Gaps**

CAW exists to create strategies that better connect and leverage existing resources and to facilitate partnerships that address identified challenges and gaps, such as:

#### **Falls Prevention Program in Collaboration with Fairview and Community Education**

2016 Silos to Circles interviews with individuals who surround older adults identified safety and falling as their most frequent concern.

Every 11 seconds, an older adult is treated in the emergency room for a fall; every 19 minutes, an older adult dies from a fall. One in four Americans aged 65+ fall each year. US Centers for Disease Control and Prevention

### **Local and national impact**

In 2017-2018, geriatric falls represented 55 percent of all trauma cases in the Fairview Lakes Emergency Department in Wyoming, Minn. Of 651 trauma cases, 483 were due to falls, and 355 of those were in patients 65 and older. (Source: Fairview)

The National Council on Aging cites falls as the leading cause of fatal and non-fatal injuries for older Americans, advising, "Through practical lifestyle adjustments, evidence-based falls

prevention programs and clinical-community partnerships, the number of falls among seniors can be reduced.”

CAW sees a potential to work collaboratively with Fairview and North Branch and Chisago Lakes Community Education to offer evidence-based fall prevention programs such as *Stepping On* to adults 65+ publicized through community education catalogs. An evaluation of *Stepping On* in Sept. 2004 issue of the *Journal of American Geriatrics Society* reported that adults completing *Stepping On* experienced a 31% reduction in falls.

CAW will work with Chisago-Isanti County Heartland Express to fund rides to seniors who face transportation barriers to complete evidence-based courses.

### **Expansion of Service Area**

Chisago Age Well was initially designated as serving southern Chisago County. In the past year, challenges and gaps in services have been identified in Rush City in northern Chisago County.

### **Demographic factors**

The US Census estimates Rush City’s 2017 population at 3,106 residents with a median household income of \$44,605, compared to Chisago County average household income of \$73,908. The census cites 12.4% of Rush City’s population as below the poverty level, while residents living below the poverty level in southern Chisago County range from a low of 1.6% in the City of Wyoming to a high of 8.4% percent in the City of Stacy.

Rush City also has a more ethnically diverse population than Chisago County as a whole, which is 94% white. The US Census reports 437 Rush City residents as black, 92 American Indian, 62 Asian and 2,458 (79%) white.

### **Diminishing resources**

May 31, 2018, the Fairview Clinic in Rush City closed. Blood pressure checks and simple laboratory services are provided at the Fairview Rush City Pharmacy with access to Fairview medical providers online. Online care is not Medicare eligible. Physician services are offered by medical clinics in Pine City and North Branch, 10 or more miles from Rush City.

Rush City’s grocery store has closed. The community’s food source is a convenience store. The Chisago Age Well Coalition sees an opportunity to work together to enhance the quality of life for adults age 65+ in the Rush City area by leveraging Chisago Age Well resources.

## **WORKPLAN: GOAL, OBJECTIVES, ACTIVITIES AND IMPLEMENTATION**

**Attachment # State provided workplan template .....** WorkPlan will explain the goals, objectives and Implementation for the activities supported and offered by the Chisago Age Well Coalition.

### **Our Plan**

Through the assistance from a Project Coordinator, Community Connectors and the Coalition members programs will be enhanced and added to increase awareness and understanding of community resources for older adults and their caregivers: Promote and Connect community members to the Senior LinkAge Advocate for the region and Caregiver Consultant services through Family Pathways. Community Connectors will provide outreach and education about the Coalition and available resources to interested community groups. Quick Look Reference Guide - A one-page directory of services for older adults. Community Events - Age Well Expos, Dine & Discover events that offer time to socialize and learn about topics related to older adults and their caregivers.

## **EVALUATION PLAN**

Questionnaires distributed at the Dine & Discovers to receive feedback from the presentation and future presentations.

Live Well at Home Screen-

Falls prevention pre and post surveys

Add plans for sustainability- partner with community service agencies such as East Central Regional Library and Chisago County Senior Center to host the Quarterly Dine & Discovers the use of the facilities are free of charge.

Age Well Expo will take place at the Chisago Lakes Area Highschool Performing Arts Center. Due to the mission of the coalition and participation from the Community Education agencies the use of the venue is no cost to the coalition.

Although, there are funds designated for speakers. The Coalition will recruit professionals within the region that will provide presentations at low or no cost.

The largest cost for the events is the food. The coalition has and will work with locally owned or operated agencies to supply the food. With the Coalition becoming a 501c3 and addition of a Board, this will align the group to request donations and grants for future funding needs.

PC and CC- How will we sustain this???

### **NURSING FACILITY CLOSURE PREFERENCE (FOR LWAH GRANT)**

According to the Minnesota Nursing Home Closure 2018 report, No Nursing homes closed or decreased the number of beds in Chisago County. The Chisago Age Well Coalition members include multiple Nursing Homes located in the region such as Monarch HealthCare Management with facilities in Chisago City and Rush City; Ebenezer-Meadows on Fairview in Wyoming and Ecumen North Branch. Furthermore, the Coalition members include various community service providers that can assist community members in finding nursing home beds such as; Chisago County Health and Human Services-Aging and Disability Services Unit and Public Health Departments; Senior LinkAge Advocate from Central Minnesota Council on Aging and from Family Pathways Aging Service Specialists and Caregiver Consultants.

### **BUDGET PROPOSAL:**

<b>Example Annual Age Well Initiative Budget</b>		
<b>Expense Categories</b>	<b>Amount</b>	<b>Notes</b>
<b>Personnel</b>		
Project Coordinator	\$13,000	10 hours per week at \$25/hour
Resource Navigator	\$13,000	10 hours per month at \$50/hour
Volunteer Community Connectors	\$20,800	4 positions at 5 hours per week at \$20/hour
<b>Telephone</b>	\$1,000	
<b>Travel (mileage, lodging)</b>	\$1,000	
<b>Education events</b>	\$3,000	Quarterly events at 3 locations including speakers, food for attendees
<b>Printing of guides</b>	\$3,000	Quick guides
<b>Outreach supplies</b>	\$5,000	Flyers, pens, etc.
<b>Advertising</b>	\$3,000	Web, newspaper & Facebook ads
<b>Training for staff</b>	\$3,000	
<b>Office supplies</b>	\$900	
<b>Technology</b>	\$3,500	laptop & projector, microphone
<b>Dues</b>	\$1,100	e.g., Chamber of commerce
Direct Costs	\$71,300	
Administrative costs (9% of Direct Costs)	\$6,417	
<b>TOTAL</b>	<b>\$77,717</b>	

**Budget Detail:**

**Project Coordinator-** Project Coordinator to lead the efforts of the Coalition mission and goals, assist with social media and correspondence with the other designated grant partners. Average of 10 hours per week @ \$25hr x 52 week = \$26,000.00

**Cell phone for PC-** \$40 per month x 12= \$480.00

**Social Media Assistant-** (if not under project lead) \$50hrx10 hours per month- \$6,000.00

**Four Community Connectors-** to assist the Project Coordinator in outreach efforts by offering group presentations to educate the public about Chisago age Well Coalition, its' mission, resources and ways to get involved. Average of 5 hours per week @ \$20hr x 5 x52=\$20,800.00

**Travel time** for Project Coordinator for Coalition meetings and events= 2500 miles @ .58c per mile = \$1,450.00

**Travel Time-**Chisago Age Well Coalition Chair travel to events/meetings outside of the Chisago County Region - 4 events @ 140 miles \*.58c mile= \$325.00

**SHOULD WE INCLUDE THE 2021 Age & Disability Odyssey Conference?**

**Education:**

**Quarterly Dine & Discovers:** February, May/June, September and November. Food for events. Each Quarterly Dine & Discover will be held three times in each Focus area of the Region: Chisago Lakes/Wyoming, North Branch and Rush City.

**Speakers for the Dine & Discovers-** \$250 per each quarter for each topic= \$1,000.00

**Dine & Discovers Meals-** The events will be offered at three different places and three different time of the day: 9am-10:30am, Noon-1:30pm and 3:30-5:00pm. Meals will be provided by local agencies such as Senior Living communities, Locally owned restaurants. @ no more than \$8 per person for an average of 30 people per event= \$2,880.00

**Outreach in Community Education catalogs** 4 times @ \$690 per ad = \$2,760.00

**Provider Showcase at Fairview Health System-** Lakes Region Medical Center in Wyoming- This is an event for the Health system staff to learn about local resources- Low cost up \$300 for snacks ( could be provided by HS)= \$300.00

**Community Health and Vendor Fairs-** Chisago Age Well will participate in at least one community resource fair per year, outside of the Coalitions designated- Cost for vendor registrations \$500.00 per grant period

**Age Well Expo-** Annual Expo in partnership with Chisago Area Community Education at the Local Highschool Performing Arts Center in the Fall each year. Cost will include food for volunteers, speaker fees and outreach for the events- Flyers, newspaper ads

Food For Volunteers= \$300.00  
Use of Facility Staff= \$600.00

**Quick Reference Guide-**An easy and quick way for community members and providers to access community resources- Cost for printing of the Guides- \$2,000.00

**Outreach Supplies** (includes: flyers, pens, Wellconnected, Age Well expo and other community

events-		\$5,000.00
<b>Fees for Community Events/Fairs</b>		\$ 600.00
<b>General Supplies</b>		\$ 900.00
<b>Laptop for CC's and Program Coordinator</b>		\$3,000.00
<b>Portable Projector</b>		\$ 700.00
<b>Portable Microphone</b>		\$ 100.00
<b>Newspaper Ads, promo items, web-landing page</b>		\$3,000.00
<b>Membership Dues for Chamber of commerce and other local service organizations</b>		\$1099.00
<b>Conference/Training- MGS, Leading Age Conference includes registration, lodging and travel</b>		\$2,700.00
<b>Professional Services</b>		
<b>Facebook and Website- Boosts</b>		\$1,200.00
<b>Office Space-</b>	<b>\$95 for co-worker space, \$295 per month for an</b>	
<b>office</b>	<b>\$3,450.00</b>	
<b>Office Furniture/Supplies</b>	<b>( one for PC and two small desks for CCs)</b>	<b>\$800.00</b>
Administrative Costs 9%	(or based on grant requirements)	