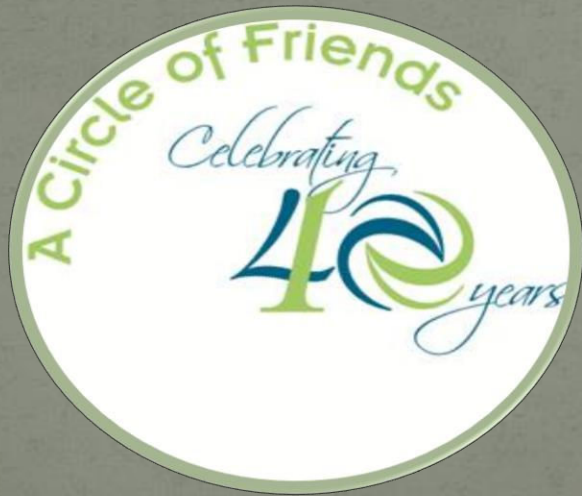


# Southwestern CT Agency on Aging

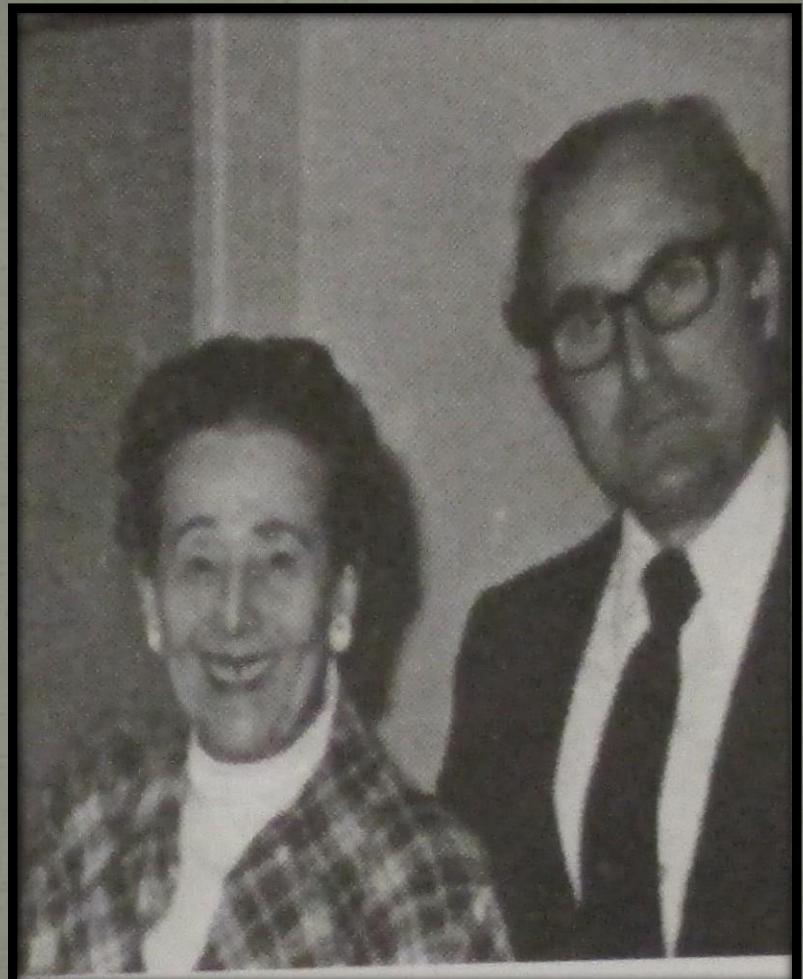
*September 18, 2014  
Norwalk Connecticut  
Celebrating SWCAA'S 40  
Years Of Aging Service and  
Leadership!*



# 1974

Members of the community worked to develop a federally sponsored nutrition program. Soon after, the Older Americans Act required each State to designate an “Area Agency on Aging” to maintain a coordinated system of community-based services.

Clifford Laube, Executive Director lead a Board of dedicated aging network pioneers!





# 1974-1984



Amos Dublin became the first chair of the SWCAA Board, followed by

- Priscilla Meyer
- James Gersitz
- H. Parker Landsdale
- Marie Jaeger
- Laura Epstein

# Chairmen of the Advisory Council



- 1992 – 94 Maxine Goldstein, Stamford
- 1994 – 96 Carol Smith-Harker, Bridgeport
- 1996 – 97 Wendy Wheat, Rowayton
- 1997 – 99 Frances Reynolds, Westport
- 2000-02 Roni Lang
- 2003-07 Jeanne Franklin
- 2008-11 Gail Gay
- 2011-12 John Moses
- 2012-14 Paul Palermo



# 1975

Board and staff developed  
“the case” for aging.

For the first time in  
history, Americans were  
outliving their resources  
and social security was not  
enough, especially in areas  
such as Fairfield County  
with its high cost of living.



1976



- SWCAA established the meals-on-wheels program in the Bridgeport area
- Senior Employment and a pilot home care program begin





*My heart of heart says this:  
SWCAA committed ongoing  
grants that hugely helps to fulfill  
the needs of diverse low income  
elderly and frail seniors indeed  
offers an Affirmation of Hope and  
Assurance for their Future Years!  
-Reverend Ogletree*

# 1979

- 32 nutrition sites offer a midday meal
- 1,200 seniors receive home-delivered meals
- SWCAA is responsible for monitoring and funding nutrition programs throughout Fairfield County





1982



- Edith Serke becomes SWCAA's Executive Director
- SWCAA joins with the four CT AAA's to form "C4A"
- The Association provides a vehicle for promoting senior policy through advocacy

# 1983 - 1984

- SWCAA works to coordinate systems for senior housing, employment, home care, transportation
- SWCAA is one of 20 Area Agencies selected to participate in a Minority Management Training Program
- The Agency targets funds for vulnerable seniors- low-income, minority and non-English speakers





1985



Edith Serke says, “We know that people are living longer – but not necessarily better. The greatest problem for tomorrow will be health and personal care.”





1986 - 1999

## Chairmen of the Board

- Anita Sanborn
- Matthew Finn
- Donna Wagner
- Jeanette Phillips
- John Lynn
- Viola Spinelli
- Roberta Ratcliff





*The knowledge and  
guidance given by  
SWCAA was priceless!  
From a little SWCAA  
spark, it is a healthier  
today and a bright beacon  
of hope for tomorrow.*  
-Karl Lurix



# 1986

- The term “baby boomer” is coined
- SWCAA names “Focal Points” in Norwalk, Bridgeport and Stamford
- The Older Americans Act is reauthorized solidifying future funds for older adults





1988



Between 1974 and 1988 SWCAA's sends over \$7 million into the senior community to promote independence for older adults. Funding strengthens grantees including Elder House, FCA, Senior Neighborhood Support and the Elder Hispanic Program.



# 1989

- SWCAA develops the Aging Resource Center to provide Information and Assistance to seniors and family caregivers
- SWCAA partners with Bridgeport Hospital to provide resources for older patients





1990



- CHOICES introduces an 800 number to provide enhanced access to telephone-based Information & Assistance
- There were approximately 109 centenarians in southwestern CT – Today there are well over 200



# 1991

- SWCAA relocated to Van Zant Street in Norwalk
- SWCAA receives funding to build coalitions through Project CARE
- The NY Community Trust Fund awards SWCAA Aging Resource Center start-up funds





*There is no way that I would be able to age in my own house without the SWCAA help. My daughter needs to work to keep our house expenses paid so I am very thankful for the aide who comes Monday to Friday to help me. It even allows me to go out and get some “fresh air” and “sunshine” while my daughter is at work. Thank God for the help from SWCAA.*

*-Rebecca Baldelli*



1992



The Aging Resource Center sponsors a conference highlighting Alzheimer's Disease. Dr. Peter Davies, a prominent researcher at the Albert Einstein School of Medicine spoke on the current progress and growing concern of the disease. More funding targets Adult Day Centers.





# 1993

- Edith Serke discusses the benefits of community-based services as compared to institutional care
- Bridgeport receives award for TRIAD, a program designed to improve the safety of seniors
- Intergenerational programs expand at the Baldwin Center in Stratford



1994



SWCAA holds a series of “Town Meetings” to identify and define the challenges facing older adults. Serke shares the findings at the White House Conference on Aging in 1995. SWCAA staff develop the “Senior Home Companion Training Manual”.





# 1995

- SWCAA applies to serve the State as an “Access Agency” to coordinate the efforts of the CT Home Care Program throughout the region
- The White House Conference on Aging report calls for independence, personal security, personal responsibility and a safety net for vulnerable seniors



1996



- SWCAA is awarded the Home Care Program and 1,200 residents at nursing home level of care remain independent



- SWCAA staff increases from 7 to 30
- SWCAA studies the correlation between malnutrition and falls



*SWCAA has helped me, as his wife, so much! I am unable to leave my husband alone, so when my aide comes I can get out and go do all my errands and get to doctors appointments. I do not know how I would survive without the help of SWCAA!*

*-Mary Helen Veronesi*



# 1997

- SWCAA joins others across the State to advocate for community-based services
- Agency focuses on the special needs of older women, low-income minority and isolated elders
- SWCAA works to enhance the local Provider network





1998

- The average cost of a participant receiving services from the CT Home Care was \$1,143
- The Statewide Respite Program is administered to provide caregiver relief



# 1999

- Edith Serke announces retirement, Linda DeLorenzo begins tenure as Executive Director
- SWCAA celebrates 25 years and calls for commitment of funds to keep pace with growing need
- Dominant themes include health promotion, elder abuse prevention and caregiver support





# 1974 – 1999 Chairmen of the Board

- 1974-76 Amos Dublin
- 1976-78 Priscilla Mayer
- 1978-80 James M. Gersitz
- 1980-82 H. Parker Lansdale
- 1982-84 Marie L. Jaeger
- 1984-86 Laura Epstein
- 1986-87 Anita Sanborn
- 1987-88 Matthew T. Finn
- 1988-90 Donna L. Wagner
- 1990-92 Jeannette V. Phillips
- 1992-94 John E. Lynn
- 1994-97 Viola Spinelli
- 1997-99 Roberta Ratcliff



# Chairmen of the Advisory Council

- 1976 – 78 Mildred LeVan, Weston
- 1978 – 80 Ella Jackson, Bridgeport
- 1980 – 82 Doxie Wilkerson, Norwalk
- 1982 – 83 Ludwig Spinelli, Bridgeport
- 1983 – 85 Grace Kirkpatrick, New Canaan
- 1985 – 88 Saul Grossman, Norwalk
- 1988 – 90 Anne Maidman, Wilton
- 1990 – 92 Dorcas White, Bridgeport





# 2000-2014

## Chairman of the Board

- 1999-04 Penny Young
- 2004-07 Carol Smith Harker
- 2007-09 Katherine Caulfield, Esq
- 2009-10 Kevin Kelly, Esq
- 2010-14 Alice Pisani



**2000**



- Strategic Plan emphasizes coordination and access to information
- Community Focal Points designated in many cities and towns
- SWCAA introduces the Annual Legislative Breakfast and Senior Center Directors' Forum







*SWCAA allowed me to live happy and peaceful. I was in a Nursing Home and never got good treatment. My daughter needs to go to work to pay the rent on the apartment we live in. If we didn't have the aide through SWCAA, she would not be able to go to work. I would feel so bad if, because of me, she had to stay home and care for me.*

*-Almeria Charles*

## 2001

- SWCAA provides assistance for Grandparents Raising Grandchildren
- Census data confirms the rising tide of the population age 60+
- SWCAA forms advocacy coalition with other aging network partners





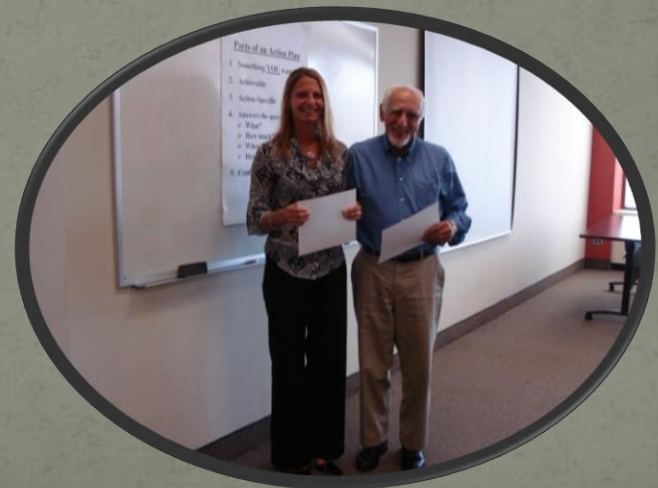
2002



- [WWW.SWCAA.ORG](http://WWW.SWCAA.ORG) presents the Resource Guide on line
- Caregiver demonstration grants enhance support to family caregivers
- Advocacy promotes the expansion of ConnPace and prescription drug coverage

# 2003

- Connection 2003 launched a four-point outreach campaign to connect our multicultural aging community to services
- SWCAA funds an innovative caregiver program at the Kennedy Center
- SWCAA launches the National Council on Aging “Benefits CheckUp” to identify supports for older adults in the region





2004



- SWCAA completes a formal needs assessment of older adults in the gay community and presents the findings at two national conferences
- SWCAA develops an outreach campaign for shopping carts and billboards
- Linda DeLorenzo represents Connecticut at the White House Conference on Aging.



# 2005

- SWCAA joins forces with the Center for Medicare Advocacy to educate the community about the new, Medicare Part D benefit
- The Medi\$ave program helps older adults identify & report fraud and abuse





# 2006

- SWCAA publishes the “Law Enforcement Response to the Needs of Connecticut’s Elders” under the direction of Alice Deak
- CHOICES Counselors help seniors access information about Medicare and health care choices
- TRIAD helps the community respond to elder exploitation



2007

- Marie Allen is named Executive Director
- The Home Care contract is renewed for five additional years
- SWCAA supports the Jewish Home's Center for Elder Abuse Prevention
- The Board's Community Investment Fund supports transportation options





# 2008

- Economic security, information and access are prominent advocacy themes
- Fairfield County Community Foundation supports Senior Housing and Critical Needs Funds
- CHCP enhances quality with geographic teams and provider partnerships



2009

SWCAA joins the State's Money Follows the Person efforts and transitions seniors and persons with disabilities from nursing facilities to the community.

SWCAA adds the concept of "Independent Living" for all ages to its core values. A strong partnership is formed with the Disability Resource Center of Fairfield County.





## 2010

- SWCAA responds to looming workforce shortage
- Penny Young and staff develop Homemaker & Companion curriculum in partnership with Norwalk Community College
- SWCAA's advocacy is instrumental in maintaining Alzheimer's Respite funds
- SWCAA manages nutrition program in Greater Bridgeport



# 2011



- Aging & Disability Resource Network comes to southwestern CT! SWCAA meets with the Mayor or first selectperson from each city and town to name a Resource Partner
- SWCAA provides training and funds to add community capacity
- The Evidence-based Live Well Program teaches strategies for managing chronic conditions



*The Area Agency is fantastic. My mother is an angel but she needs constant care. She has live in aides. I thank God every day for SWCAA as does my sister and my mother's 3 granddaughters because we love her and know that she is so well cared for 24 hours a day, 7 days a week.*

*-Mary Coletta*



# 2012

- SWCAA streamlines the grant application process and fine-tunes a results-based approach
- SWCAA works with area hospitals to improve care coordination
- Advocates lead the call for Presumptive Eligibility to expedite Medicaid decisions
- Jeanne Franklin recites, “Another Kind of Currency,” her award-winning Older American’s essay





2013



- SWCAA is named the Greater Bridgeport Business Council's Health Care Company of the Year
- SWCAA presents the findings on the root-cause of hospital re-admissions
- SWCAA presents webinars to help the community navigate DSS eligibility

# 2014 – Happy Anniversary SWCAA

- SWCAA receives transformative technology grant to support Home Care and Providers
- SWCAA develops statewide Veterans' Project billing capacity
- Over 200 clients transitioned from institutional care and 2,500 remain home thanks to CHCP!





# Special Appreciation to the SWCAA Staff

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# THANKS TO OUR SPONSORS



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Senior Services of Stamford

Serra & DelVecchio

Task Medical

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