

2020 Annual Report

40th Annual Meeting

December 10, 2020

1:00 pm – 2:30 pm

40 Years of Serving Colorado
Older Adults

eBook

Colorado Gerontological Society

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Denver, CO 80203

www.senioranswers.org

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President's Message

December 2020

Dear Members, Partners, and Community:

As 2020 comes to a close, the Colorado Gerontological Society is celebrating 40 years of serving Colorado's professionals and older adults. In 1980, The Society had an energetic board of directors who were committed to the mission of bringing together older adults, educators, service providers, government bureaucrats, and community based organizations. The goal was to conduct public policy research, provide training, and deliver meaningful services to older adults. The Society has remained true to their original goal.

The dream was launched in 1980, The Society had a annual budget of \$10,000, a part-time Executive Director and approximately 200 members. Forty years later, The Society will end 2020 with an annual budget of \$1,535,000; an income of \$1,509,406 and expenses of \$1,466,178; and assets of \$607,843; a staff of ten full and part-time staff and consultants; more than 200 volunteers; services to 5,943 older adults; and training, technical assistance, and consultation to 1,106 professionals who serve older adults.

The Society looks forward to continuing to serve older adults and professionals in Colorado in the future.



Sara N Froelich
President, Board of
Directors

Respectfully submitted,

Sara N Froelich
President, Board of Directors

Mission

Information

Education and
Training

Counseling
and Referral

Public Policy
and Advocacy

Support for
professionals

Services to
Older Adults

Executive Summary

The Colorado Gerontological Society is closing 2020, despite the pandemic, on a note of hope, new programs, new partners, and new opportunities. We have all known individuals who have suffered from COVID-19 . . . Some have had no symptoms . . . Some have had mild symptoms . . . Some have been hospitalized . . . Some have died. We are saddened by the loss of more than 300,000 fellow Americans to this dreaded disease. In this year of challenges, our successes include the following.

Hundreds of Volunteers

- ✓ Supported our new Telephone Buddy program by shopping for groceries and making regular telephone calls to relieve loneliness and isolation
- ✓ Sent money to support our programs through Giving Tuesday and Colorado Gives or just donate because . . .
- ✓ Delivered more than 500 Holiday Baskets, a 150% increase in our capacity from previous years due to the generosity of the community
- ✓ Donated money to support Unsung Heroes Project bringing food to essential health care workers by minority business owners who cater events
- ✓ Donated tablets to decrease social isolation for residents living in their own homes and Medicaid assisted living residences

Public Policy Influence

- ✓ Access to critical care, medications, and vaccines for older adults, regardless of age
- ✓ Vaccines for nursing home and assisted living workers as essential health care workers and long term care workers
- ✓ Challenging advance care planning decisions that are changed at the bedside
- ✓ Continuation of the Senior Homestead Exemption in 2021 based on 2020 taxes
- ✓ Waiver of selected COVID-19 shelter-in-place rules for small assisted living residences

Professional Development and Support

- ✓ Training, technical assistance and consultation for assisted living residences
- ✓ Briefings on current policy issues and COVID-19
- ✓ Diversity and leadership training for the community

Older Adults

- ✓ Majority were between the ages of 60-79
- ✓ 12% were African American/Black and 19% were Hispanic/Latinx
- ✓ 52% made less than \$21,000 per year
- ✓ 31% received support for isolation and loneliness
- ✓ 32% received documents to complete for programs and services to which they were entitled
- ✓ 33% requested help with property tax rebates/senior homestead exemption
- ✓ 68% lived in Metro Denver and 32% lived outside Denver
- ✓ 96% reported being satisfied with the services
- ✓ 94% reported they received the help they requested
- ✓ 94% reported they had increased knowledge of the service requested

2020 Board of Directors

Sara Froelich President, Chronic Care Collaborative
Carol Riegenbach, Vice President, Bridge at Alamosa
Karen Brown, Secretary-Treasurer, Senior Matters
Shauna Broadus, Warner Pacific
Sara Chavez, Optum

Carl Harris, Retired
Julia Kraft, Kraft Home
Arvella Lucas, AAA Travel Services
Karlene Martin, Shield Health Care
Shannon McNulty, Vertex Pharmaceuticals

Staff and Consultants



Eileen Doherty
Executive Director



Pat Cook
Special Projects
Manager



Phyllis Hirschfeld
Policy Analyst



Maria Madrid
Director of Latino
Services



Bernie Schmeits
Vision/Hearing Project
Manager



Lynn Davis
Education & Training
Consultant



Shewit Doherty
Marketing Consultant



Eugene Doherty
Data Management
IT Consultant



Bernard Buckley
Business Systems
Analyst



Silva A. Mendez
IT Consultant &
Technology Broker

2020 Annual Meeting Sponsors

Silver

- ✓ Atena
- ✓ Ambary Gardens
- ✓ Bemer
- ✓ Generations
- ✓ Humana
- ✓ Senior Housing Options
- ✓ Society of Certified Senior Advisors
- ✓ Spire Roofing
- ✓ Vivage Senior Living
- ✓ United Vein Centers
- ✓ Western Union

Gold

- ✓ Balfour Senior Living

Special Exhibits

- ✓ UnitedHealthCare

Title

- ✓ Cigna

Host

- ✓ Denver Human Services

Media

- ✓ 50+ Marketplace
- ✓ Audio Information Network
- ✓ KBNO Radio 97.7 FM/Latino Communications, LLC
- ✓ KUVO Jazz 89.3 FM
- ✓ Prime Time for Seniors

Meeting Agenda

The Annual Meeting was held virtually on December 10, 2020 from 1:00 to 2:30 pm

Call to Order	Sara Froelich
Networking	Participants
Secretary's Report	Karen Brown
Treasurer's Report	Karen Brown
Election of Officers and Board of Directors	Carol Rikkenbach
Awards	Eileen Doherty
Scholarships	Eileen Doherty
Annual Report	Eileen Doherty
The Holiday Challenge - Spread Kindness	Eileen Doherty

Awards

Pioneer in Aging Award

Recognizes individuals who have been working continuously in the field of aging making contributions at the federal, state, and local level for 30 years or more.

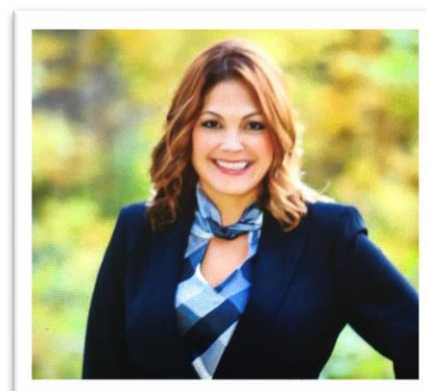
Janice Blanchard received a sociology degree in 1984, a gerontology degree in 1996, and a Master's in Public Health in Aging/Social Marketing in 1998. From 2006 to 2008, she was the Director of the Office on Aging for the City and County of Denver. In 2013 she was the Founder and President of Aging Better Together, and most recently the Senior Policy Advisor to Governor Jared Polis, State of Colorado. She was the Co-Chair of the Colorado Delegation, 2005 White House Conference on Aging. She has published *Aging in Community: The Communitarian Alternative to Aging in Place, Alone*, Generations, American Society on Aging, 2014; *Aging in Community*, Second Journey Publications, 2013; *Moving Beyond Place: Aging in Community*, Generations, American Society on Aging, 2009. She has spent years as the long distance caregiver for her parents and other family.



Young Professional in Aging Award

Recognizes individuals who express interest in gerontology and are enthusiastic advocates for older adults. The Award is given to individuals who are under the age of 50.

Nicole Schiavone is a registered nurse who owns five small homes known as A Wildflower Assisted Living for fourteen years. The homes serve older adults, brain injury residents, and those with chronic mental illness. She is also the owner of The Journey Brain Injury Community Services, an adult day program. She is active at the State Capitol on legislative issues and believes in advocating for those who are unable to speak for themselves. She is an advocate for person centered care and currently is the president of Colorado Assisted Living Association. She has an Associates of Nursing from Front Range Community College.



Jarett Hughes is currently the Senior Policy Advisor on Aging, Office of Governor Jared Polis. Previously he was the Project Administrator for the Colorado Strategic Action Planning Group on Aging. He is an adjunct faculty in Gerontology at Colorado Mesa University/Western Colorado Community College, Grand Junction. He earned a BS from Appalachian State University, Boone, North Carolina and a master's degree in gerontology from the University of Northern Colorado in 2018.

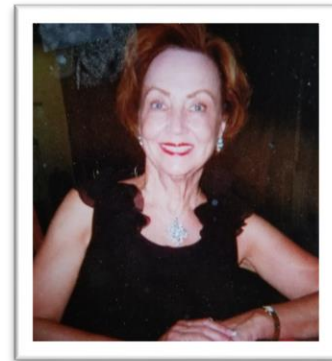


Awards

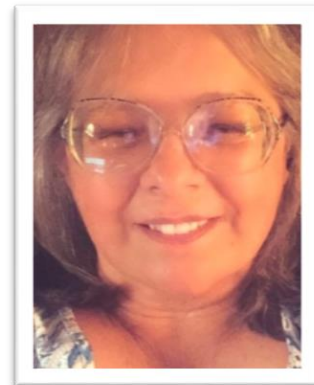
Eugene Dawson Leadership In Aging Award

Eugene Dawson was the first president of The Society from 1980-1982. His leadership has helped to bring increased awareness and recognition to the field of gerontology. The award recognizes elders who continue to work in the community and make a difference.

Priscilla Bapp studied at Multnomah University and graduated from Arapahoe High School in Littleton. She has worked at Alpha, USA. She is the owner of Master's Touch, a small assisted living in Centennial. As a woman-owned business for the past 27 years, her market niche is a loving Christian home that respects individual choice in a residential home. Her style is to promote independence and personal choice, as well as to have services available to provide residents and families peace of mind. As an older worker, she has continued to bring services to her residents, often working the shifts herself.



Maggie Sparks became the owner and administrator in 2007 of Monarch Manor Assisted Living, a 39-bed assisted living apartment complex in the heart of downtown Denver, specializing in the treatment of the chronically mentally ill individuals. As a female owned business, Monarch Manor has served the chronically mentally ill for 50 years. Prior to owning Monarch Manor, Maggie worked for Lucent Technologies and Avaya. She has been active in policy working with the Colorado Department of Health Care Policy and Financing to change the classification for individuals with mental illness. She served on the Colorado Department of Public Health and Environment Assisted Living Advisory Committee helping to re-write the regulations for assisted living. She has served as secretary of the Colorado Assisted Living Association Board of Directors.



Donald J. Opeka opened Orion Mortgage with his wife in 1996 providing loans and refinances. Starting in 2016 the line of business began focusing on reverse mortgages. Don believes that every borrower's current situation must be understood to structure a loan that meets their unique circumstances. He has completed the Certified Senior Advisor designation. He is active with the Jefferson County Council on Aging, Adams County Aging Network and Colorado Gerontological Society. He is a regularly featured speaker on reverse mortgages. His seminar "Reverse Mortgage Myths – The Stories Behind the Loans" is approved as a one hour continuing education unit for Colorado Real Estate Professionals. He was a Navy Pilot and had a career in oil and gas previously.



Awards

Al Berger Community Service In Aging Award

Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance statute and regulations that allow Colorado taxpayers to take a tax credit on their Colorado income taxes when they own a long term insurance policy. He also worked to improve the quality of life for person centered care, culture change and ombudsman supports following the passage of OBRA in 1987.

Julie Raney is a certified and licensed audiologist. She has worked as a clinical audiologist in Colorado since 2005. In 2012 she opened her own practice, New Leaf Hearing Clinic Inc. with the goal of serving the community with quality hearing care. Recently, Julie has joined with five fellow audiologists to reach farther into the community through a new charity called, Hearing the Call-Colorado. Through this charity they are able to provide hearing care to low income Coloradans who would not otherwise be able to obtain audiological care." In addition, Julie frequently provides discounted and sometimes free audiology services to clients of The Society.



Corporate Award in Aging

The Corporate Award in Aging was established to recognize businesses and organizations that support the field of aging with leadership, community service, and improving the quality of life for older adults through their agency mission.

Golden Eye Optical is a minority, husband and wife, owned small business in southwest Denver in the heart of the Asian neighborhood. Dr. Cuong Bui, a licensed optometrist, is the principal at the eye clinic. As an optometrist for the past 28 years, he is able to diagnose and treat diseases of the eye, injuries to the eye and other eye disorders. His practice specializes in working with individuals of Vietnamese descent. He works very closely with The Society in providing vision services to our Asian Pacific applicants, taking Medicare as payment for many of his patients. He graduated from Indiana University, School of Optometry in 1992.

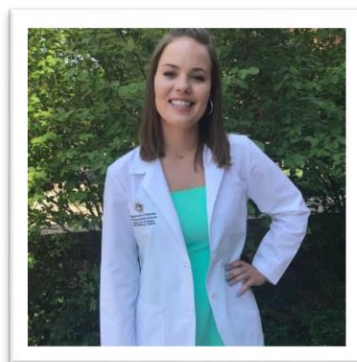


Scholarships

Henry Welch Scholarships

Henry Welch was a founding member of the Board of Directors of the Colorado Gerontological Society. Henry served as the first treasurer of The Society, helped to write the articles of incorporation and the by-laws, and provided parliamentary support. For most of his career Henry served the Denver community and Colorado, at the Metropolitan Council for Community Services, which is now the planning division of Mile High United Way. He excelled at community organization. Henry helped to found the Institute of Gerontology at the University of Denver in 1977 with support from the Administration on Aging. The Henry Welch Scholarships are made possible through the generous support of the members of the Colorado Gerontological Society.

Shelby Hafner is pursuing a doctorate of pharmacy at the University of Colorado Anschutz, Skaggs School of Pharmacy. Shelby currently serves as the President of The American Society of Consultant Pharmacy and the Vice President of The Academy of Managed Care Pharmacy providing education and outreach events. She has participated in a Story Telling program at the Colorado State Veterans Nursing Home and the Medication Management Counseling Program for Medicare Monday with the Colorado Gerontological Society. She has a 3.88 GPA with an expected graduation date of May 2022.



Carson De Fries is enrolled in the doctorate program at the University of Denver School of Social Work. She is pursuing a concentration in Aging Services and Policy. She has interned at the Administration on Aging for Region VIII, the federal agency that has oversight for the Older Americans Act. She is currently employed at the Knobel Institute for Healthy Aging coordinating research and evaluation efforts for the community-based intergenerational programs in the Denver area. She has worked extensively in intergenerational programming. She plans to research the intergenerational tensions and different types of ageism, the root causes, and impacts of these cultural based beliefs, and how views of aging and older adults differ across cultures. She has a 4.00 GPA with an expected graduation date of June 2024.



2020 Stakeholders

Professionals Working in Industries Serving Older Adults

- ✓ Community Based Organizations
- ✓ Long Term Care
- ✓ Business
- ✓ Human and Social Services
- ✓ Religious Organizations





Policymakers




- ✓ Elected officials at the federal, state and local level
- ✓ Regulators and policy makers
- ✓ Think-tank organizations

Older Adults and Families

- ✓ Individuals age 60 and over
- ✓ Families of older adults

Strategic Plan Goals

			
Members	Succession Plan	Leadership	Education & Training
To increase membership to 1000 individuals by 2020	To implement a Succession Plan for a new Executive Director by 2021	To develop strong Board Leadership	To provide 75 professional education and training programs annually by 2020

		
Outreach	Advocacy	Benefits Counseling
To provide outreach, community education and training for 5000 older adults annually by 2020	To advocate for ten legislative and policy discussions annually at the federal, state or local level by 2020	To provide Benefit Counseling to 5000 older adults annually by 2020

Population Served

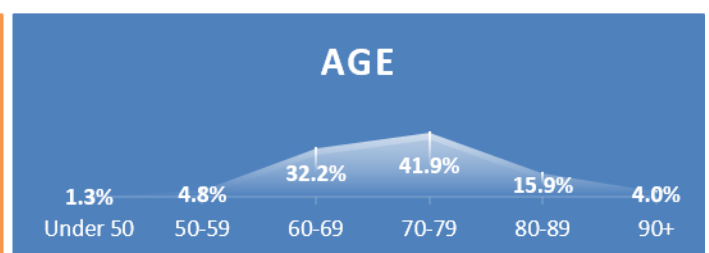
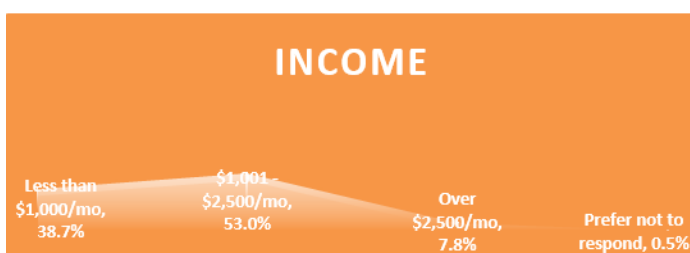
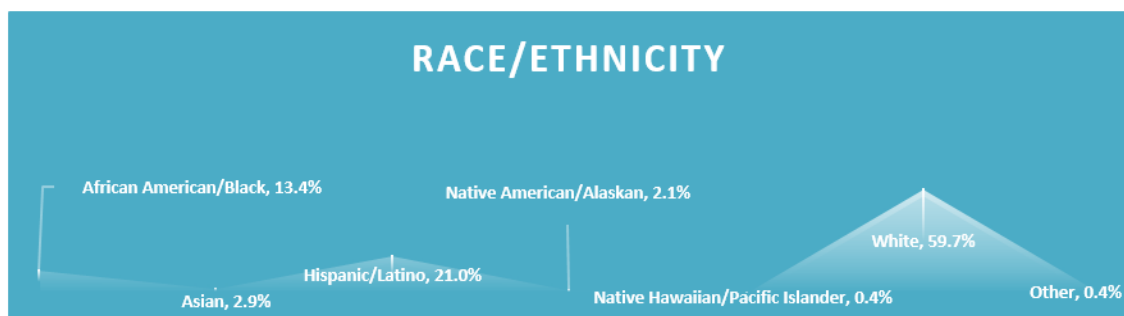
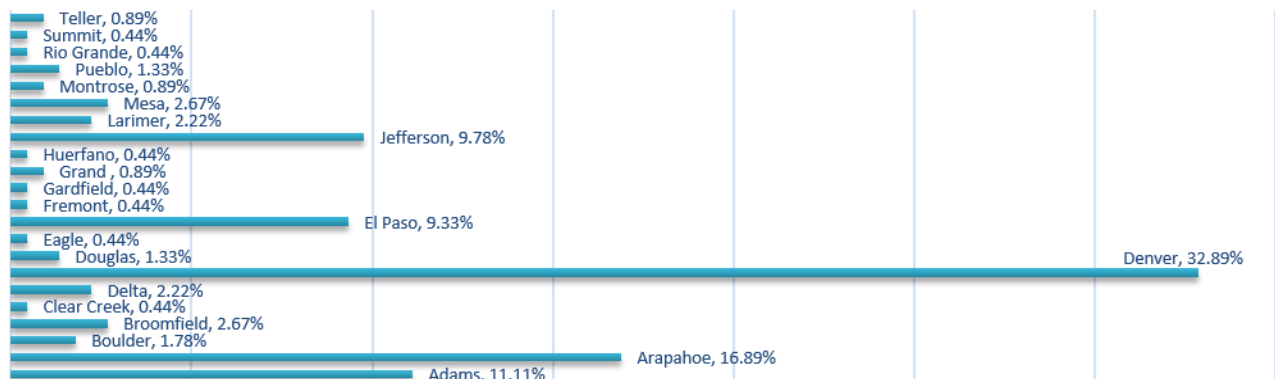
In 2015, The Society began to prioritize serving older adults who live in rural Colorado. Several grants were secured to increase services in rural Colorado. A grant was received in 2017 to provide health literacy education and a tool kit in six counties. A second grant was secured in 2019 to solicit community input in designing tools to help older adults and families increase access to government benefits. That grant focused on securing input for services in rural communities, as well as in English and Spanish. A third grant in 2019 was received to provide dental services to eligible individuals in most counties on the Western Slope. The Society has continued to provide Medicare education and outreach in all of these communities. The Senior Resource Guidebook is distributed to all libraries in the State.

Many individuals who attend the assisted living administrator training are from rural Colorado. With all of our training, consultation, and technical assistance for assisted living residences during COVID-19, the ease of joining virtually has expanded our ability to provide more services to those who are unable to attend in-person events.

Based on the survey that was conducted of the readers of the STA-Well News who self-selected to return the survey, 25% of our services are delivered to older adults in rural areas. Through special targeting efforts, 39% of those served are African American/Black, Hispanic/Latino, Native American or Asian and 38% of the individuals served are at or below 100% of the federal poverty level.

Counseling and Information Services Survey - Demographics

COUNTIES WHERE SURVEY RESPONDENT LIVE



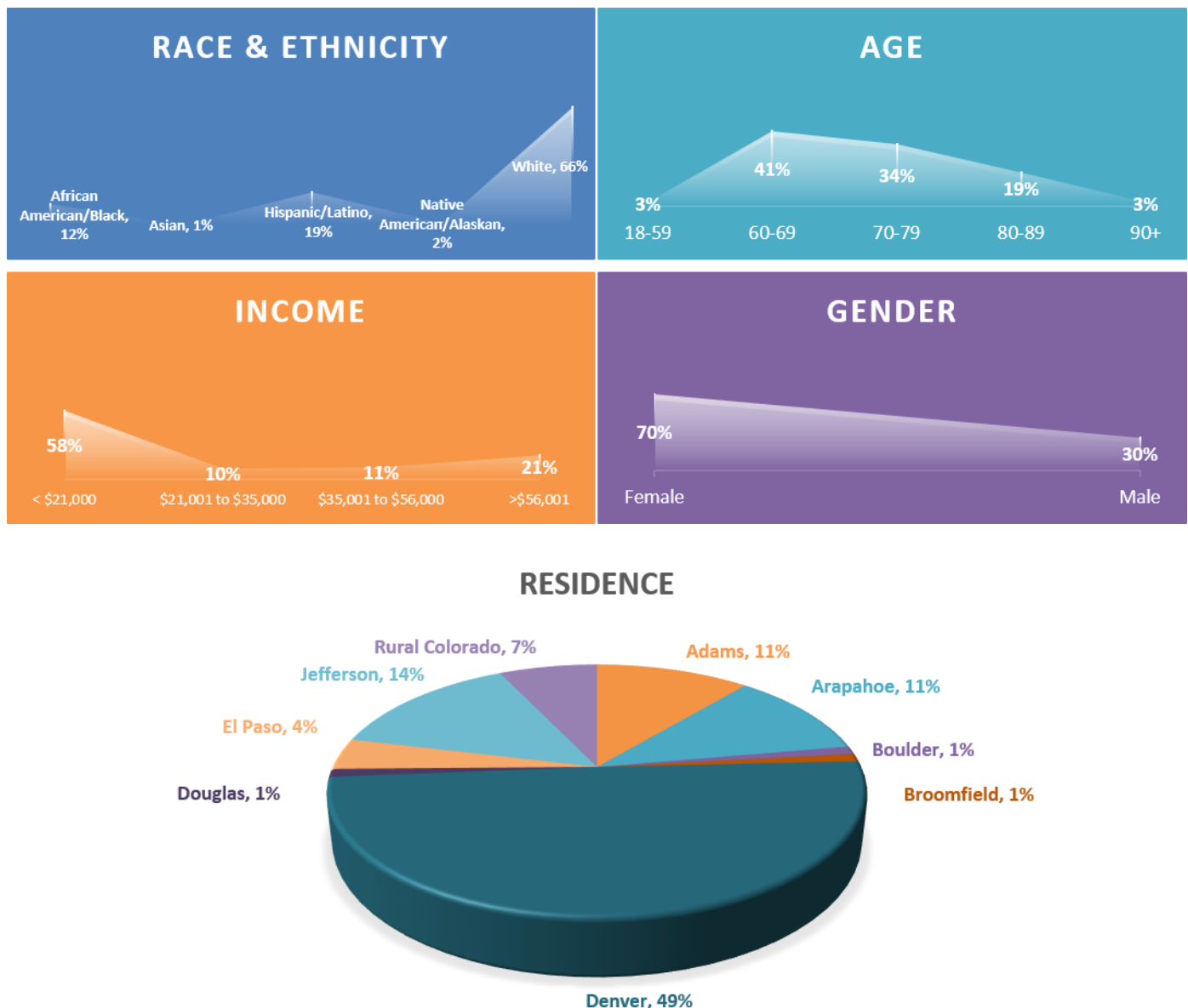
Older Adults We Serve

"Thank you so much for keeping us seniors informed." – Webinar Participant

Colorado's Older Adult Population

- ✓ Total State Population 5,842,076
 - ✓ 14% over age 60
 - ✓ 6% over age 70
 - ✓ 2% over age 80
- ✓ Total Unique Clients Served - 2681
- ✓ Total Duplicate Clients Served - 5943
- ✓ In 2040, [28% of older Coloradans will be minorities](#)

Total Unduplicated Clients Served in 2020



How We Serve Older Adults

2681 Unduplicated Clients

532 Clients Received Holiday Baskets

205 Clients Received Dental Services

402 Clients Received Hearing Services

142 Clients Received Vision Services

759 Clients Engaged in Medicare Monday

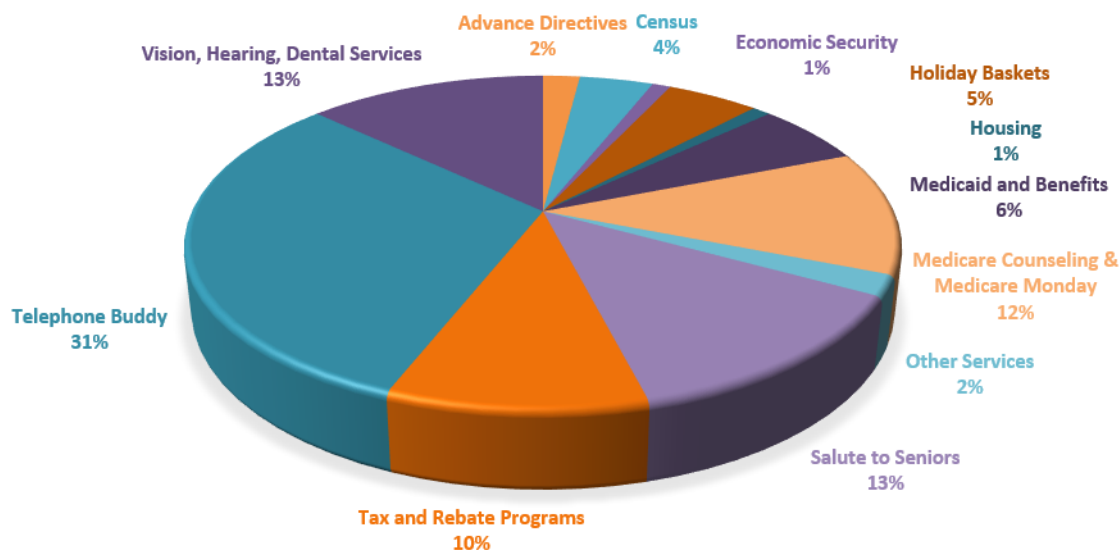
941 Clients Engaged in Salute to Seniors

667 Clients Received Advance Care Planning Services

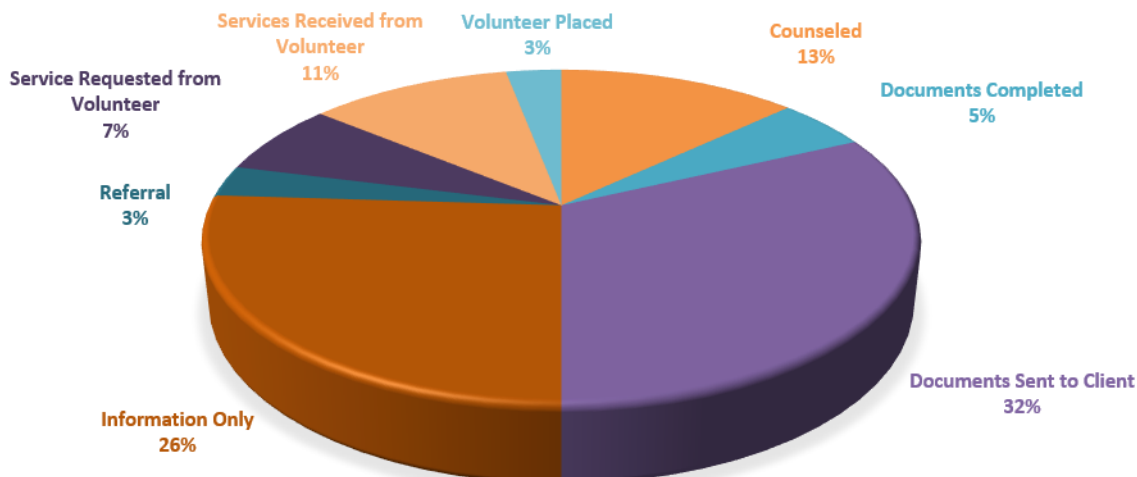
Services Provided

Clients Served

TYPES OF SERVICES CLIENTS RECEIVED



HOW CLIENTS WERE HELPED

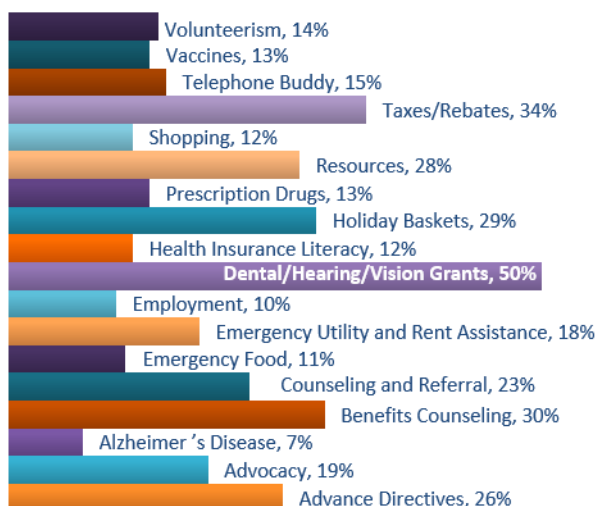


Services, Programs and Supports

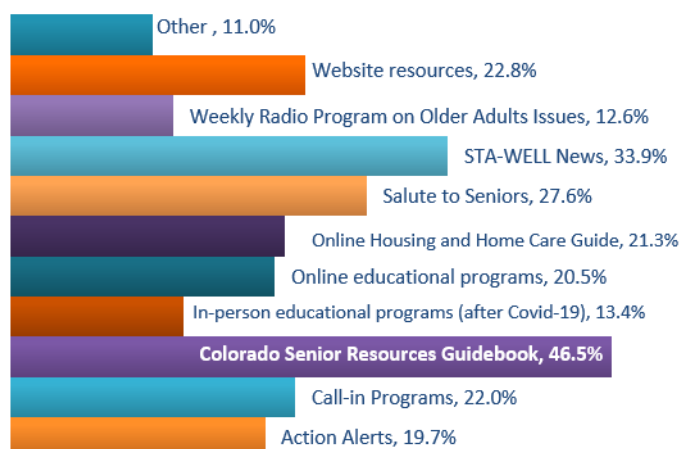
To assist with future planning, readers of the STA-Well News, were surveyed. The results of the survey suggest that future programming to aid in aging in place, taxes and rebates, and current events are the most important. Survey respondents self-selected to respond to the survey. Respondents shared their preferences for future planning to include: information resources, participation in policy, and future programming. Older adults support future programming to include vision, hearing and dental grants, holiday baskets, advance directives, and counseling and referral services, as well as resources. The most important information resource was the Colorado Senior Resource Guidebook, followed by the STA-Well News (newsletter), and Salute to Seniors. Educational programs online were preferred more frequently than in-person educational programs. The website and a call-in program were also reported as new directions for planning. The most frequently requested educational programs were current events impacting older adults and aging in place. Lastly, the survey respondents support the role of The Society as a trusted central information source.

Survey Results

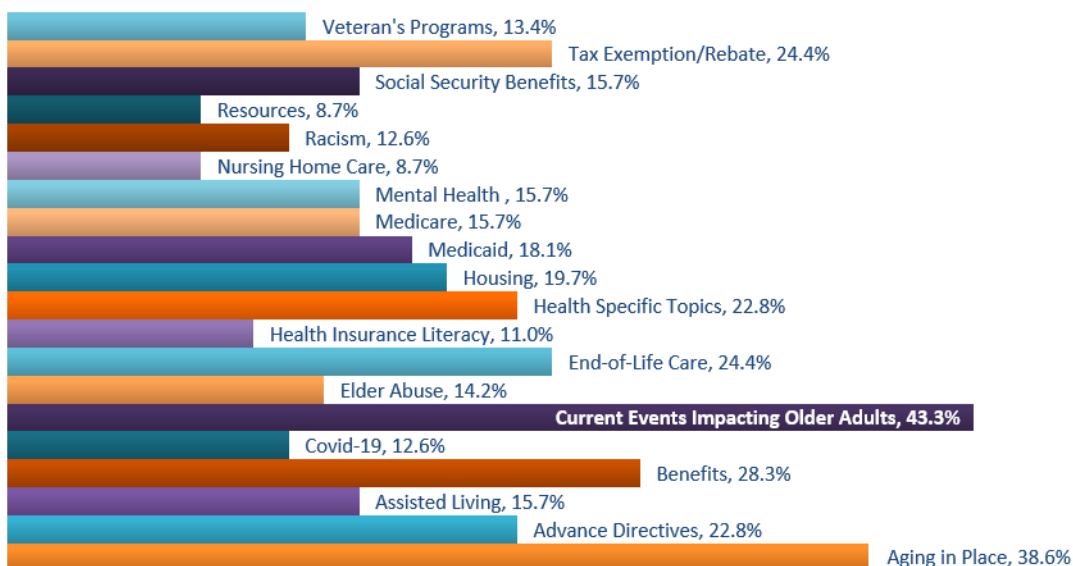
What direct services would be helpful to you?



What information resources would you like us to provide?



What educational programs would you like us to provide?



Community Input

Engaging with older adults and having them engage with The Society were also questions that were included the survey that was conducted in June 2020 in the STA-Well News, a newsletter mailed to 27,000 households in Colorado. Respondents want to be contacted by phone and direct mail. Both formats were equally important to readers. Email was gaining as an accepted method of contact, but texting was not cited as frequently. The readers are actively using the internet with 59% using email, 39% searching the internet, 31% using Zoom, 31% using YouTube, and 29% using Facebook. The involvement of older adults in advocating for themselves is critical to improving service delivery. Of the survey respondents, 32% were interested in joining the advocacy efforts. Respondents were willing to be highly engaged in advocacy activities including serving on task forces and committees, receiving emails, signing letters and petitions, calling the Governor and testifying at the legislature. As such, The Society has secured funding to advocate for housing for older adults in Denver and will be forming planning groups and task forces to meet the needs of older adults. Similarly, The Society expects some advocacy will be necessary in several other areas of services for older adults.

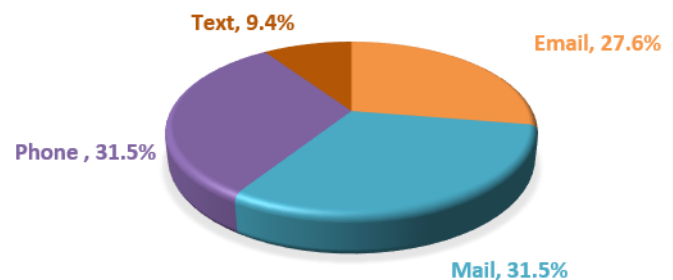
Survey Results

Engagement

ARE YOU INTERESTED IN JOINING OUR ADVOCACY EFFORTS?



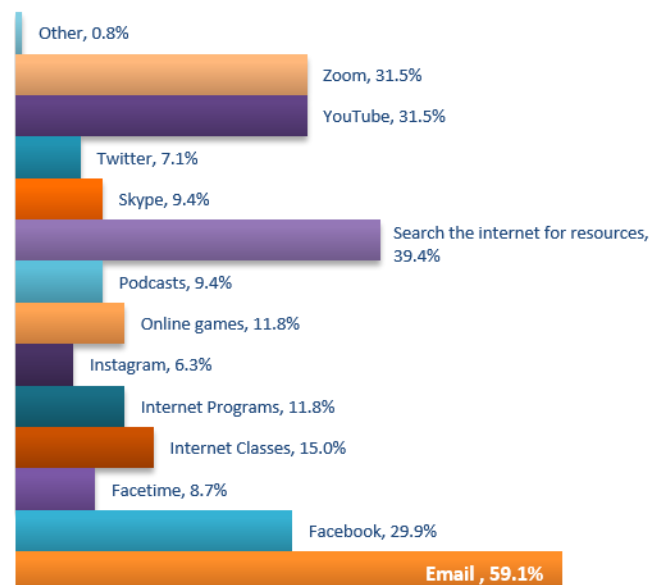
WHAT IS THE BEST WAY TO CONTACT YOU?



Which of the following advocacy activities would you be willing to help with?



What online resources do you use?



Quality Assurance

254
Responses

368
Services

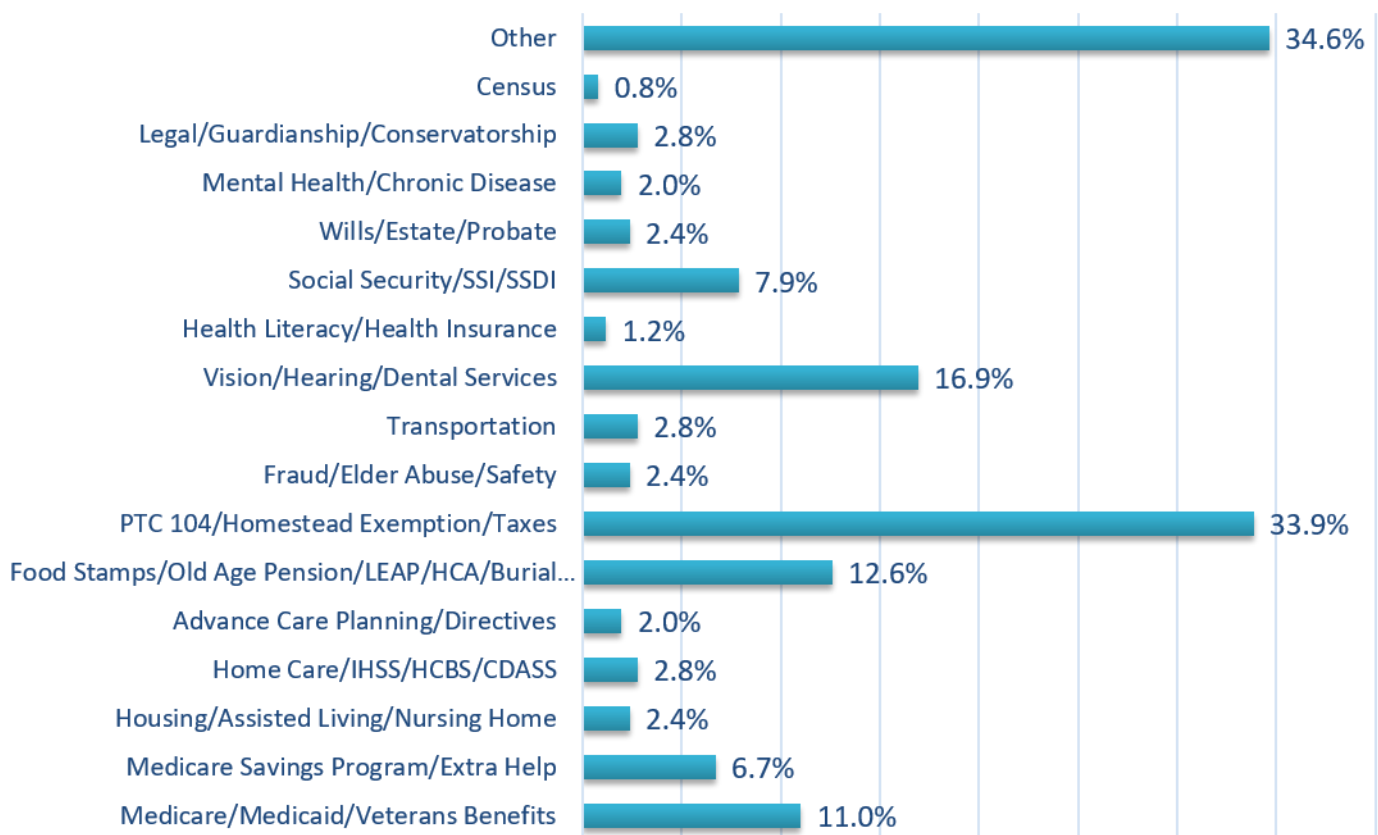
39 Cities

22
Counties

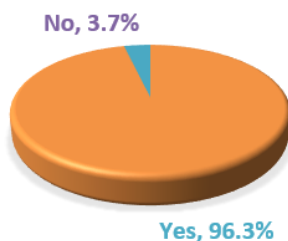
Hearing from community is important to The Society. Surveys are mailed to individuals who receive counseling and referral services. Clients responded to three metrics: satisfaction, receiving help that was requested, and increased knowledge and understanding of the presenting problem. Respondents indicated The Society had delivered quality services based on these metrics. More than 96% were satisfied with services they received.

Counseling and Information Services Survey – Services

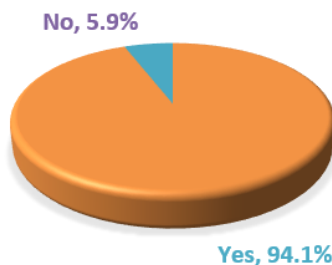
WHAT DID WE HELP YOU WITH?



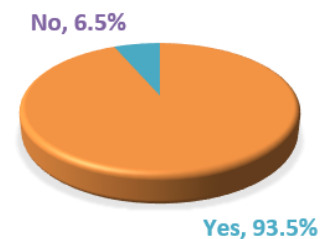
WHERE YOU SATISFIED WITH THE SERVICES YOU RECEIVED?



DID YOU RECEIVE THE HELP YOU REQUESTED?



DO YOU HAVE A BETTER UNDERSTANDING OF THE SERVICES YOU NEED?



Information Services

The mission of The Society is to provide information to professionals, older adults, and families. Information services include newsletters, fact sheets, guidebooks, tool kits, housing and home care guides, website, and social media outreach. Barriers to services, access to services, and lack of knowledge place burdens on older adults, families, and those working with older adults. Often older adults and professionals face confusion over where to go for help and lack trusted resources and supports. The Society is viewed as a trusted source of information by older adults, families, and those working with older adults.

Information Services

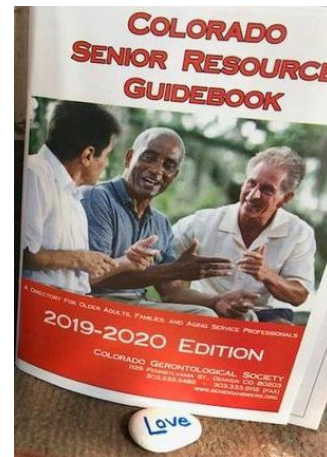
STA-Well News

- ✓ Continuously printed quarterly since 1975
- ✓ Mailed to 27,000 households in Colorado
- ✓ Very important information resource identified by Society constituents, according to Community Input Survey, Summer 2020



Colorado Senior Resource Guidebook

- ✓ Distributed to libraries, community organizations, senior fairs
- ✓ Insurance, housing, home care, advance care planning tools
- ✓ Prices, payer source, location, services
- ✓ Most important information resource identified by Society constituents, according to Community Input Survey, Summer 2020



Housing and Home Care Guide

Colorado Online Searchable Database of licensed assisted living, nursing homes, independent living, low income housing, home care, hospice, and adult day programs, [click here](#).

- ✓ Prices, payer source, location, services
- ✓ Features, amenities, vacancies
- ✓ Compliance and survey results
- ✓ Gerontological Resources and Information Tool – a screening tool to assist families and older adults find the resources they need

Health Insurance Literacy Toolkit

- ✓ Need to know insurance information: Medicare, medications, advance directives, vaccines, and more
- ✓ In English and Spanish
- ✓ Distributed to community organizations, senior fairs



Information Services

The website, www.senioranswers.org is getting a new look. In 2020, The Society was selected by Schwab Pro Bono Challenge project to review the current website and identify improvements in the areas of home page design, site maps, navigation, search engine optimization, and user experience. With a team of volunteers and consultants, The Society is redesigning the site in 2021.

www.senioranswers.org

Redesigning www.senioranswers.org

- ✓ New logo
- ✓ Site Map
- ✓ Improve Menus
- ✓ Banners
- ✓ Call to Action
- ✓ Social Media interface
- ✓ Improve user experience at the website

Why Visit Our Site

- ✓ Current programs and how to engage
- ✓ Volunteer opportunities
- ✓ Links to benefits and applications
- ✓ Checklists and screening tools to guide users to necessary services
- ✓ Training programs
- ✓ Donate
- ✓ Leadership Team

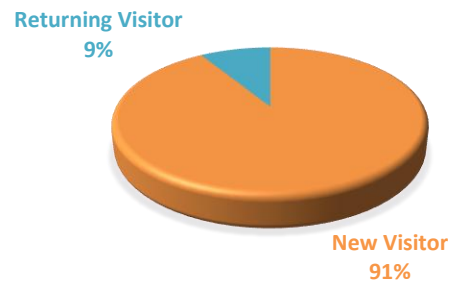
"This website has almost everything you would want to know about when you are searching for elder care services . . . housing, home care, Medicare and how to do a medical power of attorney. . . . Bernard

16,775
Users

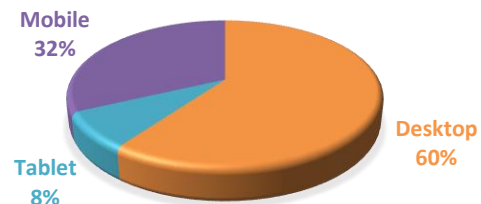
28,111
Page Views

19,516
Sessions

WEBSITE USERS



DEVICE USED TO ACCESS WEBSITE



2020 Website & Social Media Recommendations for CGS

2020 Denver Pro Bono Challenge
Rebecca Barrilleaux, Varadarajan "Giri" Giridaran, Jon Harris,
Steve Jablonski, Dustin Ledo, Kim Rebecca-Murray

charles
SCHWAB

Own your tomorrow.

Advocacy

Both the state and federal government conducted business virtually for much 2020. The Society continued to engage in protecting policies that affected older adults through policy discussions, community engagement, and social media outreach. The Society represented older adults and their interests in referendums, ballot initiatives, executive orders, statutes, and policy papers through educational programs, calls to action, and submitting letters of support.

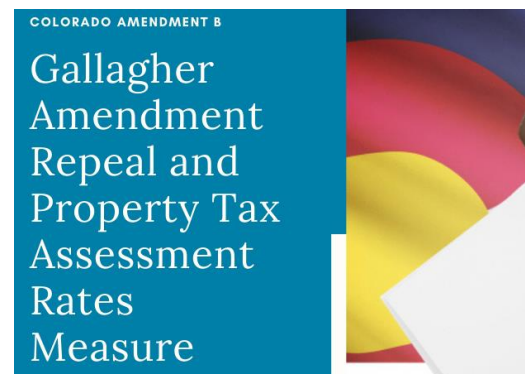
Senior Homestead Exemption Preserved

- ✓ Advocates called legislators pleading not to cut the tax benefit
- ✓ Legislature funded the tax credit for 2020 on the 2021 homeowner's tax bill
- ✓ Some legislators looking to change the tax benefit in 2021 session



Gallagher Gone

- ✓ Voters approve eliminating Gallagher which kept property taxes low on homes. Originally approved by voters because older adults could not afford property taxes
- ✓ 2020 Property Taxes assessed at 7.19%



We Work For Health

We Work for Health of which Eileen Doherty is a national co-chair leads various initiatives to protect Medicare for beneficiaries.

- ✓ Most Favored Nation Prescription Drug Order
- ✓ Antimicrobial Resistance
- ✓ Federal Medicaid Assistance Percentages
- ✓ Biosimilars research and policy
- ✓ Medicare payment for new cancer screenings



Sen Cory Gardner



Sen Michael Bennett

COVID-19 Policy Actions

The Colorado Department of Public Health and Environment, Colorado Department of Health Care Policy and Financing, and the Office of Governor Jared Polis led the way with policy decisions during the pandemic. The Society actively participated in such decisions as prioritization of older adults in receiving treatments when resources are scarce, changes in advance care directives at the bedside, variations in current regulations for medication distribution, increased funding for utilities, and visitation policies in long term care. The Society was in the forefront of influencing state policies.

Crisis Standards of Care

- Prioritization of scarce medical resources including ICU beds/vents, PPE, EMS hospital beds, behavioral health, palliative care

Governor's Aging Expert Task Force

- Regular meetings with policy advisors from Governor Jared Polis office on needs of older adults

CDPHE/HCPF Strike Force

- Prevention, enforcement, surveillance, and education for long term care services and providers

Community Engagement with LTC Community

- Monthly Meetings with State Medical Director, Eric France, MD to provide "on the ground" input influencing policy decisions

Community Engagement for Vaccines

- Prioritization of population for vaccine distribution

Moral Distress

- Employee morale in the workplace when working conditions are not following the highest standards, especially during COVID-19

COVID-19 Small Assisted Living Policy Paper

- Changes in federal guidelines for isolation of residents in small assisted living residences

Advance Care Planning

- Interpretations and challenges to individual choices by health care professionals at the bedside

HCPF COVID-19

- Briefings for HCBS/PACE and Long Term Care Providers

Vaccine Distribution

- Ambassadors and messaging of safety and inclusion of everyone for vaccine distribution

Colorado Health Ethics Resources

- Policy recommendations on prevention of COVID-19 for state standards, hospital surveillance, and vaccine distribution

COVID-19 Response and Supports

As the pandemic enveloped Colorado and the nation, long term care staff and agencies were supported, and hundreds of older adults succumbed to COVID-19, The Society led efforts to support those front line workers in nursing homes. The business community, universities, and long term care agencies came together to save lives and protect workers.

Supporting Nursing Home Workers

- ✓ Meals for Nursing Home Employees Provided by Minority Business Caters and Supported by Community Wealth Building and Sales Force



Meals for Unsung Heroes

125 - Broomfield
Skilled Nursing
and Rehab

65 - Parkview
Care Center

60 - Forest Street
Compassionate
Care Center

85 – Denver
North Care

133 - Holly
Heights

75 – MorningStar
at Ridgeway

Supporting Assisted Living Residences

- ✓ Technical assistance and support to assisted living

Brokering PPE,
gloves, toilet paper,
and other supplies

Brokering sanitizer
made by breweries
and universities

Finding meat and
other food supplies

Providing technical
assistance to meet
isolation guidelines

Writing isolation
plans

Training staff on
infection control

Training for new
staff

Procuring loans and
other financial
supports

Writing plans of
correction

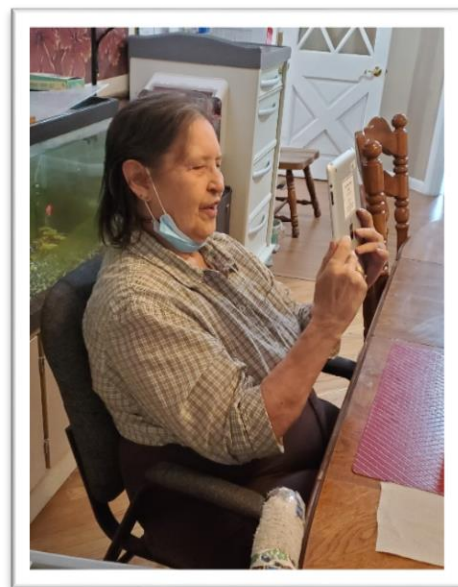
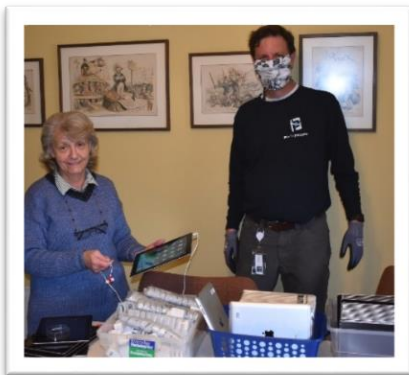
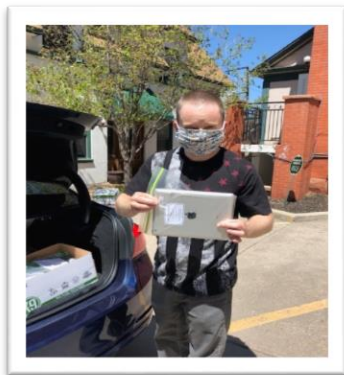
Visitation plans

COVID-19 Support Services

Stay-at-Home orders caused fear in older adults living in their own homes, as well as those living in nursing homes and assisted living residents. State officials took harsh action as they implemented executive orders to keep older adults safe and reduce unnecessary deaths. As a result, older adults were fearful of how they were going to buy food, medicine, and other necessities. Isolation, depression, and loneliness were identified as major needs of older adults as social networks were broken. The Society responded to the fear, anxiety, and depression expressed by our clients.

Reducing Social Isolation and Depression

- ✓ 100 tablets distributed to older adults living in their own homes and Medicaid assisted living residences in cooperation with Cigna, Senior Planet, and PCs for People.



Supporting Assisted Living Residences

- ✓ Charles Schwab raised \$2,500 and identified 21 volunteers to shop and deliver meals in less than two days.



Professional Development and Training

Information, rules, and standards change at a rapid pace in the 21st century. The use of the internet, web based applications, social media, and virtual meetings resulted in service delivery that was constantly changing in 2020 to meet the fast-paced changing needs. Processes to access services were modified and approved with lightning speed. Expectations for changes and compliance were immediate. Previously The Society conducted monthly in-person meetings to brief top managers, middle management, and front line workers to ensure state-of-the art service delivery to meet the ongoing needs of the older adults. The virtual Current Events Series replaced the Senior Issues Briefings and Network North in-person events that had been ongoing for more than 30 years.

Who We Served Virtually

479 Individuals
Engaged

7 Virtual Events

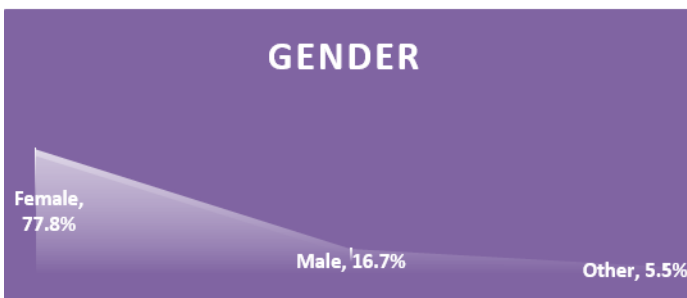
RACE/ETHNICITY



Topics Covered

- ✓ Crisis Standards of Care: Impact on Colorado's Older Adults
- ✓ Proposed Budget Cuts: Life for Older Adults After July 1, 2020
- ✓ Crisis Standards of Care and COVID-19
- ✓ Older Adults on The Colorado Coronavirus Opinion Survey
- ✓ Repealing Gallagher Amendment - The Impact on Colorado's Older Adults
- ✓ Crisis Standards of Care: The Third Wave
- ✓ Post Election Analysis: Impact on Older Adults

GENDER



Virtual Events Feedback

THE INFORMATION PROVIDED WAS
CLEAR AND EASY TO UNDERSTAND



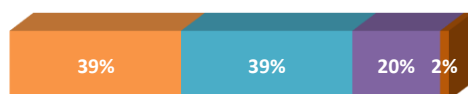
THE INFORMATION PROVIDED MET MY
NEEDS



WITH THE INFORMATION I RECEIVED
TODAY, I CAN ASSIST OLDER
ADULTS/I'M BETTER INFORMED



MY QUESTIONS WERE ANSWERED



Strongly Agree Agree Neutral Disagree

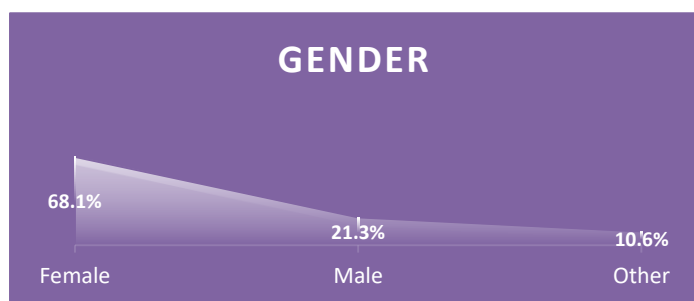
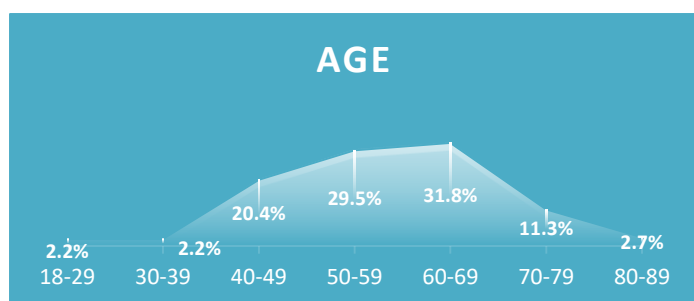
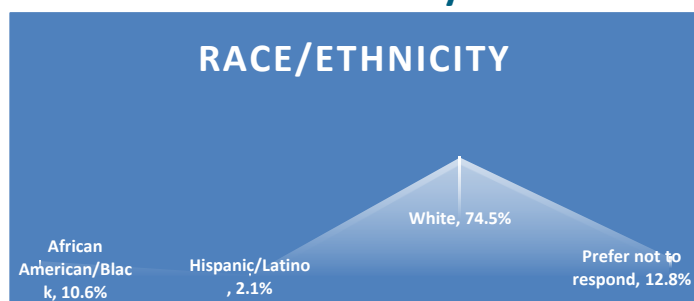
Long Term Care Leadership

The Society has committed significant staff and financial resources to improving the quality of care as well as the quality of life for residents in long term care, especially those who reside in assisted living. The Society continues to be a leader in offering the recently required 40-hour training administrator program. The current training meets the content, as well as the competency exam requirements of the regulations that were implemented on July 1, 2018.

The Society has offered the administrator training for more than 25 years, and 2020 was not different. The Society revamped its curriculum to provide the 40-hour training and 16-hour supplementary training as virtual programs, including the competency exam.

In 2020, The Society offered technical assistance and consultation services in the areas of onsite review of existing policies and procedures in compliance with the new rules, quality management training, application for new licensure, assistance with waivers for non-compliant buildings and associated needs, and interim oversight of residences whose license was not in full compliance with the existing regulations. The Society also offered services virtually as well as staff training for frontline workers and webinars for new requirements brought by the pandemic.

Who We Served Virtually



"Your expertise and knowledge are outstanding. Thank you so much for sharing this critical information. With all we have to do to keep our residents and staff safe and informed, you help ease the stress by presenting the information clearly and concisely. Thank you!" – Webinar Participant

Colorado Gerontological Society

587 Individuals Engaged

12 Webinars

8 Virtual Trainings

Webinars

- ✓ Colorado Department of Public Health and Environment Emergency Preparedness and Isolation Plan for Assisted Living Residences
- ✓ Protective Personal Equipment: Requirements & Best Practices
- ✓ Assisted Living Residences and COVID-19
- ✓ Quality Assurance in a COVID-19 Environment
- ✓ Developing an Emergency Preparedness Pandemic Plan
- ✓ Pre-Admission Assessments and COVID-19
- ✓ Assisted Living Residences - Continuing to Be Vigilant in the Pandemic
- ✓ Public Health Order: Visitation in Assisted Living Residences

Trainings

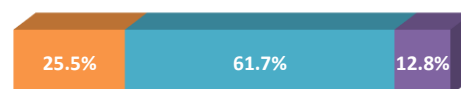
- ✓ Assisted Living Front Line Staff Training
- ✓ 16-Hour Supplemental Administrator Training
- ✓ 40-Hour Assisted Living Administrator Training

Virtual Events Feedback

THE INFORMATION PROVIDED WAS CLEAR AND EASY TO UNDERSTAND



WITH THE INFORMATION I RECEIVED TODAY I CAN COMPLETE MY WORK WITH OLDER ADULTS



Strongly Agree Agree Neutral

Diversity, Inclusion, Cultural Programming

The Society fosters a philosophy to ensure diversity and inclusion, as well as cultural and linguistic appropriateness across all areas of our work. We use evidence based person-and-family centered service delivery approaches, self-assessment, engagement of community in design of programs and data driven service delivery to ensure that services meet the needs and focus on quality. COVID-19 provided us with the opportunity to self-assess and evaluate our day-to-day operations. The Society is dedicated to serving all older adults and meeting them where they are to remove barriers to access and advocate for removal of barriers.

Efforts Interwoven Across All Areas

Programming

- Bilingual (Spanish/English) benefits counseling
- Medicare Monday workshop offered in Spanish
- Interview with Estrella TV on Medicare and Medicare Open Enrollment
- Instructed Still Cooking Classes in Spanish in collaboration with Latino Age Wave and The Center on Colfax

Advance Care Planning

- Toolkit updated on website to address COVID-19 needs
- Interviews with Estrella TV and Univision on advance directives
- Bilingual telephonic presentations to Mulroy Senior Center on advance directives
- Presented to Age Friendly & Palliative Committee on Ethnic and Racial Health Disparities Related to COVID-19

2020 Census

- Supported Colorado Latino Leadership, Advocacy & Research Organization with messaging to reach monolingual Spanish speaking older adults
- Presented at Cafecito, a SAGE program of The Center on Colfax, on Census and COVID-19 efforts
- Engaged older adults in Colorado in English and Spanish, with an emphasis on Black and Latino older adults, to complete their 2020 Census responses

Supporting Those Supporting Older Adults

- Provided Colorado Health Network with training for staff working with older adults with HIV/Aids
- Provided support for Montbello Conectoras serving Latinx older adults in the Montbello neighborhood.
- Virtual presentation at Balfour Assisted Living on how to be an ally to LGBTQIA+ neighbors
- Sponsored Director of Elder Services from The Center on Colfax to the Colorado Hispanic Chamber of Commerce Aspiring Leaders Program

Circles of Influence

- Colorado Health Insurance Affordability Enterprise Board
- Denver Human Services Community Service Block Grant Board
- Kids First Health Care Community Advisory Committee
- Alzheimer's Association CO Chapter Diversity and Inclusion Advisory Committee
- Center for Improving Value in Health Care: Advance Care Planning Workgroup



Facilitating Still Cooking class in Spanish with The Center on Colfax for Latinx older adults in Montbello in February 2020.

2020 Census

In 2020, The Society received two grants, from Together We Count and Denver Regional Council Of Governments (DRCOG), to engage with older adults to increase registration with the 2020 Census. The outreach efforts began in January and ended in October. Due to the coronavirus, all activities were done via direct mail, social media, and virtual events.

Outreach Efforts

Call to Action

- ✓ Engaged virtual programming participants, to complete their Census response and asked them to help other older adults in their life to do the same.

Email

- ✓ Emailed The Society's entire contact e-mail list.

Mail

- ✓ Articles on the Census and how to respond to the Census were included in the Spring and Summer STA-Well News mailed to 27,000 household across Colorado.
- ✓ Mailings to low-income senior housing buildings.

Telephonic Support

- ✓ Provided telephonic assistance.

Newspaper, Radio, and Television

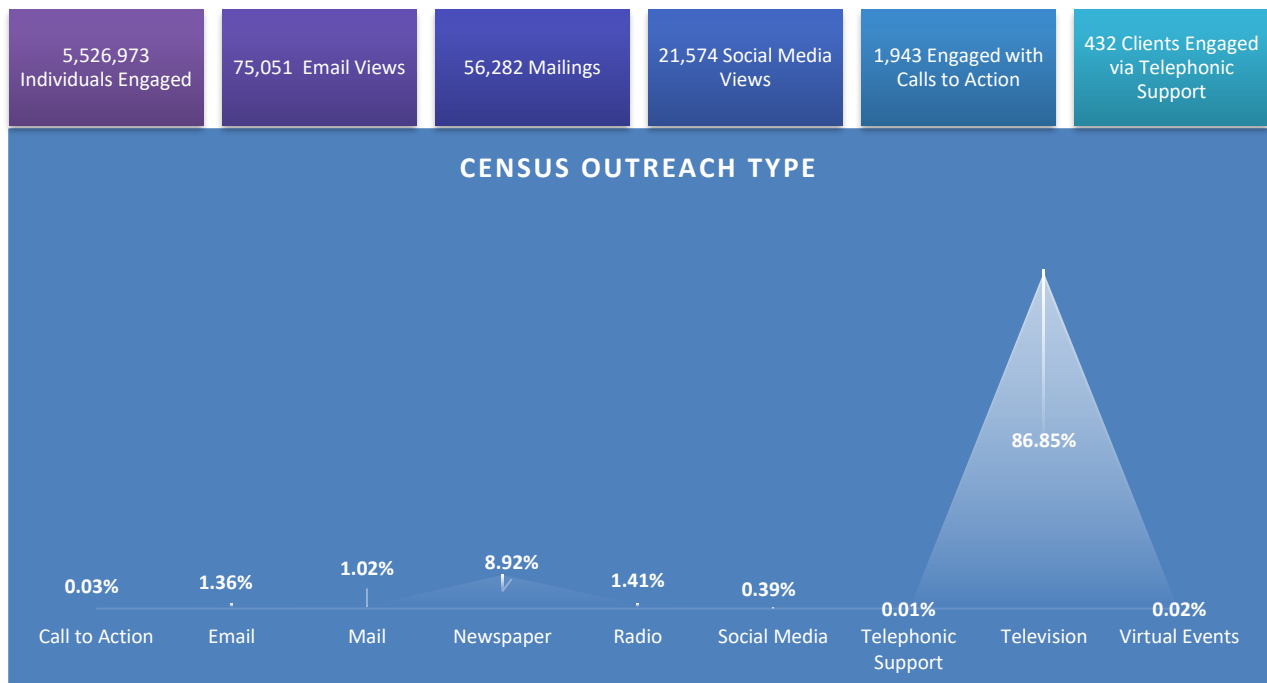
- ✓ Interviews with Bonneville Radio Stations aired on February 20, March 22, and March 29, 2020.
- ✓ Published monthly columns and ads at Prime Time for Seniors, 50+ Market Place, Senior Beacon in Pueblo, and Life after 50.
- ✓ Interviews with Estrella TV and Univision in Spanish.

Social Media

- ✓ Used Facebook, Twitter and LinkedIn to engage different older adults, caregivers, and professionals in the field of aging.

Virtual Events

- ✓ Engaged older adults, caregivers, and professionals in the field of aging at the 31st Annual Salute to Seniors on Hopin, and interactive events platform.



Advance Care Planning

Advance Care Planning became essential in 2020. With the COVID-19 cases and deaths, the importance of advance directives became of utmost importance. The Society provided webinars and step-by-step tutorials in English and Spanish, as well as virtual meetings and telephonic support. The Society received feedback from the community that was used to specifically design the webinar series to address the needs of the community.

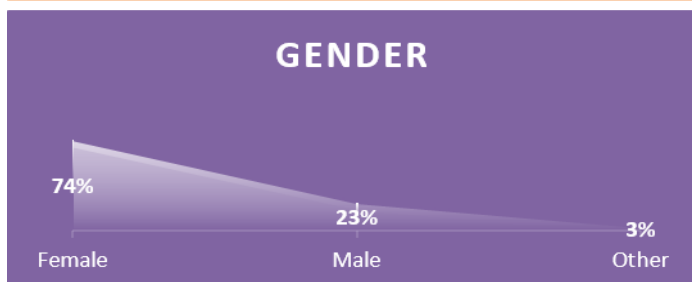
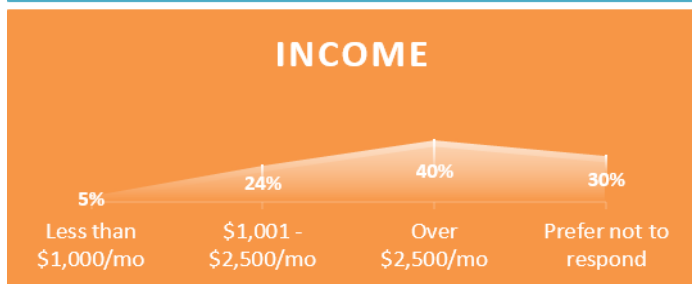
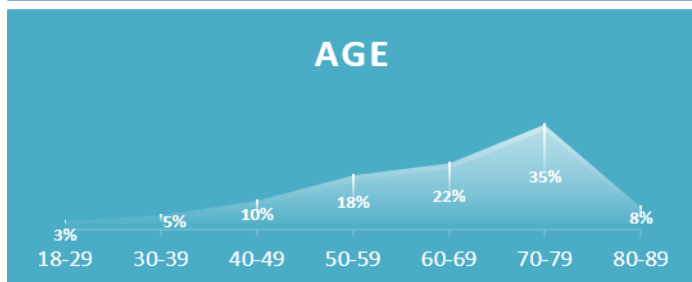
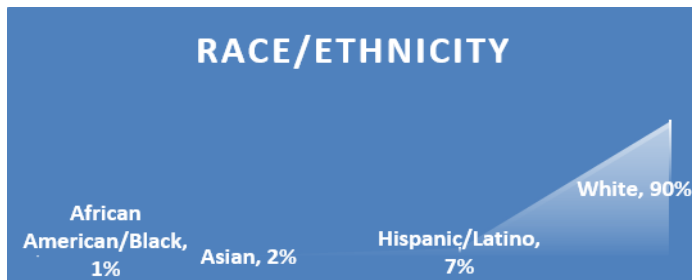
As part of the COVID-19 strategy with so many individuals facing difficult decisions, The Society conducted a series of workshops, tutorials and individual counseling sessions to assist individuals needing to review their current directions and/or complete them for the first time. The website was expanded with downloadable forms, directions on how to complete the forms, and tutorials with step-by-step directions. For those without access to a computer, internet, or a printer, copies of the forms were mailed.

Outreach to the Spanish speaking community was critical due to the high rates of occurrence, hospitalizations and death rates. In collaboration with Estrella TV and Univision, staff appeared on news programs and as guest presenters to reinforce the importance of having documents, provide assistance in completing the forms, and sharing resources to get assistance to complete the forms. The Society provided training to the Colorado Health Network staff to assist their clients, individuals living with HIV, to complete advance directives. The Society collaborated with the Office of Public Guardianship to provide information on legal guardianship to indigent individuals in need of legal guardianship.

Who We Served Virtually

667 Individuals
Engaged

16 Virtual
Events



Topics Covered

- ✓ National Health Care Decisions Day
- ✓ National Health Care Decisions Day 2.0
- ✓ Overview of Advance Care Planning
- ✓ Step-by-Step Tutorials on:
 - ✓ Medical Durable Power of Attorney
 - ✓ Living Wills
 - ✓ Financial Power of Attorney
- ✓ Last Will and Testament
- ✓ Legal Guardianship

Virtual Events Feedback

THE INFORMATION PROVIDED WAS CLEAR AND EASY TO UNDERSTAND



THE INFORMATION PROVIDED MET MY NEEDS



WITH THE INFORMATION I RECEIVED TODAY, I CAN COMPLETE MY ADVANCE DIRECTIVES



Strongly Agree Agree Neutral Strongly Disagree

Telephone Buddy Program

The antidote to social isolation, depression, and loneliness is a social network. Stay-at-Home orders forced older adults to stay-at-home, to limit their contact with other individuals, and reduce their contact with the community. Natural social networks like going to the grocery store, church, the doctor, and visiting family and friends were broken. The Society responded with the Telephone Buddy program. Funding has been received to continue the program beyond the pandemic.

Telephone Buddies

- ✓ Call older adults who live in their own home
- ✓ Check once or twice a week
- ✓ Find out if the older adult needs food, medicine or other necessities
- ✓ Share experiences
- ✓ Check on well-being



A frantic older adult called “I was in the hospital. I missed my call from her. Do you think she will still call me?”

-An Older Adult Who Missed the Telephone Buddy Weekly Call

Volunteerism

- ✓ 135 volunteers engaged to make calls to more than 150 older adults
- ✓ The volunteer corps was recruited through corporate volunteer programs, community based volunteer programs, and older adults whose social networks and civic engagement work was temporarily suspended due to the pandemic.

Community
Based
Organizations

Boomers
Leading
Change

Charles
Schwab

Older Adults

Dental, Hearing, and Vision Services

Dental problems, as well as, hearing and vision loss are among the most common issues for seniors across the board. Many factors contribute to these problems, including the expense of treatment, a lack of insurance coverage, lack of providers and more. The Society offers dental, hearing and vision grants providing access to services helping older adults maintain or improve their independence.

Impact of Access to Dental, Hearing, and Vision Services

749 Individuals
Served

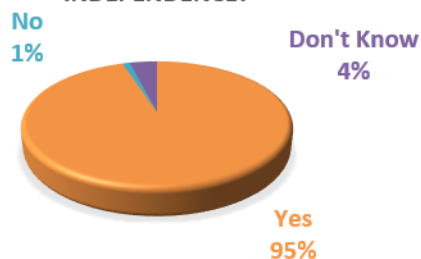
205 Individuals
Received Dental

402 Individuals
Received
Hearing

142 Individuals
Received Vision

What grant recipients had to say

HAVE THE SERVICES RECEIVED THROUGH CGS
HELPED YOU TO MAINTAIN OR IMPROVE YOUR
INDEPENDENCE?



"Now with hearing aids I can hear the radio, TV and people around me. Thank you.." – Hearing Aid Recipient

"Thank you so much! I was becoming more and more isolated from everyone - that is changing." – Hearing Aid Recipient



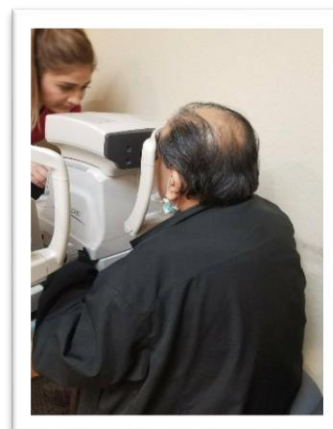
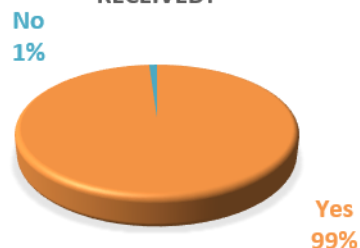
DID THE GRANT HELP YOU TO PAY FOR THESE
SERVICES?



"I can see again. Everything was a total blur. Thank you for your kindness." - Vision Grant Recipient

"It's helped me to have a better quality of life. When I put on my new glasses, I'm amazed. - Vision Grant Recipient

WERE YOU SATISFIED WITH THE SERVICES YOU
RECEIVED?



Holiday Baskets

Holiday Baskets

The Holiday season can be a very difficult time for many individuals and families. This year COVID-19 has made the Holidays a time where the spirit of giving was shining brighter than ever. Every year we receive hundreds of nominations for holiday baskets. This year was not different. With the assistance of volunteers, community partners, and corporate support we delivered 532 baskets, a 150% increase from previous years.

The Society implemented a new adopt-an-older-adult program instead of our traditional food drive with volunteers donating food at host locations. In addition, corporations and individuals donated chickens, hygiene kits, and gifts. The value of each basket was approximately \$150.00 in food for a holiday meal, food pantry items, personal hygiene items, paper products and a gift. A grand total of 532 holiday baskets were delivered to low income older adults on December 19. The delivery this year was different than other years. To keep everyone safe, 107 volunteer teams picked up holiday basket items and dropped them off on the older adults front porch or in the lobby of the apartment building to ensure all deliveries were contactless protecting the health and safety older adults and volunteers.

Acts of Kindness

Established the Holiday Joy Squad to encourage individuals of all ages to perform acts of kindness during the Holiday season to connect with others in safe ways.

532 Older Adults
Served

107 Volunteer
Teams Delivering
Holiday Baskets



Colorado Retina Associates Collecting food for Holiday Baskets for their company's volunteer team.



Medicare Monday

815 Individuals
Engaged

11 Virtual
Workshops

Medicare Monday is The Society's annual educational initiative to provide education and individual counseling to Medicare beneficiaries and new enrollees in Medicare. This initiative is typically a series of events on Mondays during the Medicare Open Enrollment period.

Medicare Monday 2020 was adapted to a virtual Medicare workshop series from October 19 to December 2, 2020 with educational presentations to help Medicare beneficiaries be better informed and make necessary changes to their coverage. The virtual program included information on the changes, updates and requirements for Medicare Parts A, B, C and D.

Virtual Medicare Workshops

Educational Program

Educational presentation on various Medicare topics were provided at each workshop.

Individual Counseling

Counselors guided Medicare beneficiaries in need of guidance and support. Counselors worked with new enrollees to decide on the insurance benefit(s) that best fit their situation. Counselors also assisted beneficiaries who were looking to review existing coverage.

Medication Management Counseling

Second and third year pharmacy students worked with Medicare beneficiaries who take more than five medications to review the current prescriptions and make recommendations on drug-drug interactions, as well as to help with enrollment in Medicare Part D plans that best met their needs.

Comparison Shopping Expo

Representatives from various insurance companies were available virtually during the Medicare workshops. Attendees at the virtual workshops events were able to gather information from the comfort of their home about the different insurance products and make decisions with the support of an agent following the programs, if desired

Medicare on the Porch Resources

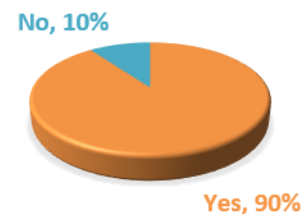
Grab and go information packets on the latest information on 2021 Medicare resources were made available at The Society's office and Holly Creek Retirement Community in Centennial. 105 packets were distributed.

Topics Covered

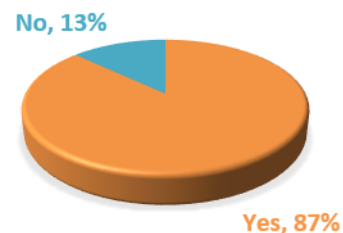
- ✓ 2021 Medicare Changes
- ✓ New to Medicare
- ✓ Medicare and COVID-19
- ✓ Medicare Advantage and Medicare Supplements
- ✓ Medicare and Federal Retiree Plans, VA, Tricare
- ✓ Medicare, Medicaid and Low Income Services
- ✓ Medicare While Still Employed
- ✓ Taller de Medicare (Medicare Workshop in Spanish)

Virtual Events Feedback

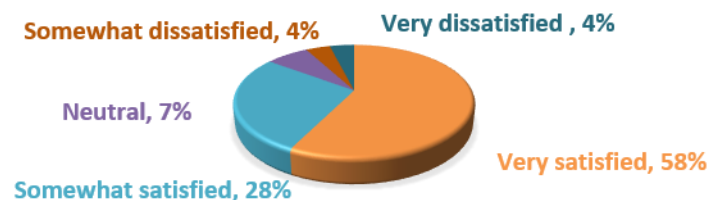
ARE YOU BETTER INFORMED TO MAKE NECESSARY CHANGES TO YOUR MEDICARE COVERAGE?



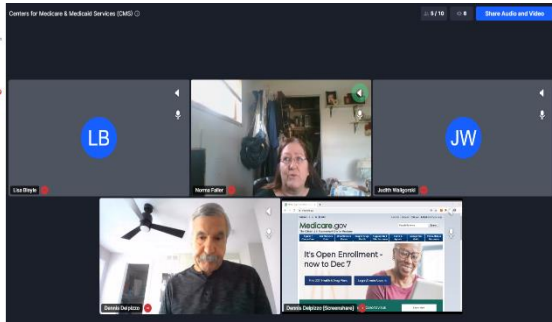
WERE YOUR QUESTIONS ANSWERED TODAY?



HOW SATISFIED ARE YOU WITH THE INFORMATIONAL PRESENTATION?



Medicare Monday



Medicare Monday in 2020 was a series of 11 virtual workshops on Mondays and Wednesdays during Medicare Open Enrollment. The workshops were held on Hopin, an interactive platform where attendees watched educational Medicare presentations and interacted asking questions via chat. After the educational presentation, attendees could visit the virtual expo to visit with The Society, Centers for Medicare and Medicaid Services, and sponsors.

Attendees

815 Individuals Engaged

92% from Denver Metro

492 Stage Visitors
269 Expo Visitors

105 Resources on the Porch
60 Goody Bags

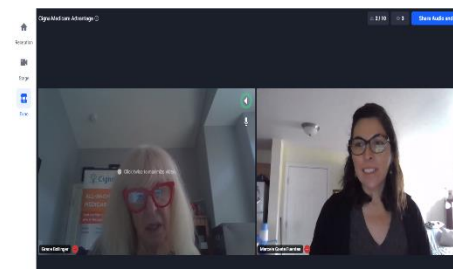
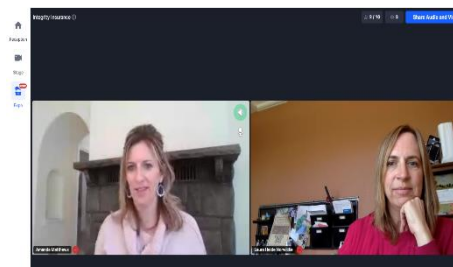
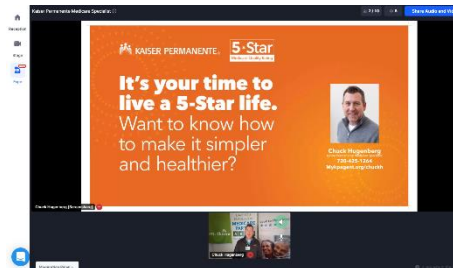
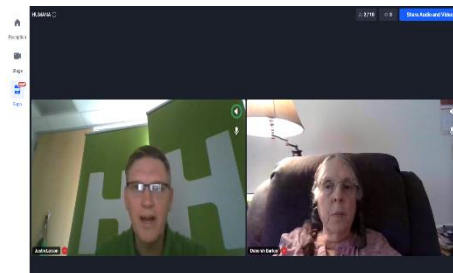
Sponsors

Humana
Premier

Kaiser Permanente
Premier

Integrity Insurance
Premier

Cigna
Partner



Salute to Seniors

The Salute

The 31st Annual Salute To Seniors took place August 21 and 22, 2020 virtually on Hopin, an interactive platform with a reception, stage and expo features. In the stage area attendees enjoyed entertainment by Hazel Miller and great speakers on new ways to connect, brain health and technology for a smart house. In the expo area, attendees accessed important resources for older adults in interactive booths.

Attendees

941 Individuals Engaged

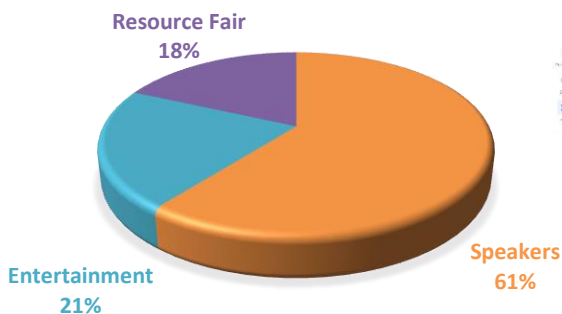
93% from Denver Metro

93.6% of attendees reported completing the 2020 Census

48.3% reported they have completed advance directives

82.6% reported being satisfied with The Salute

WHAT DID YOU ENJOY MOST AT THE SALUTE?



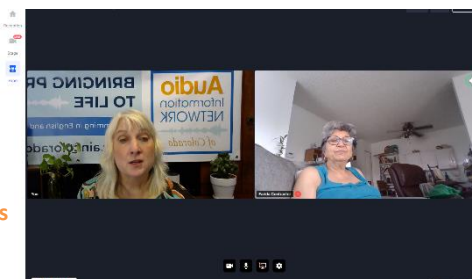
Sponsors

Cigna
Title Sponsor

Denver Human Services
Host Sponsor

Colorado Gerontological Society
Expo Sponsor

Prime Time News
50+ Market Place
Audio Information
Networks of Colorado
Media Sponsors



Salute to Seniors

Two Days of Virtual Entertainment

Live Entertainment

- ✓ Internationally known, Hazel Miller and The Collective performed original Jazz, Blues, and R&B music. She was a virtual crowd favorite.
- ✓ The Forney Museum of Transportation delighted car aficionados with one-of-a-kind car show.

Presentations

- ✓ Joseph Brady, Director at Living Younger Longer Institute, delivered a insightful presentation on staying healthy and active during COVID-19 and the role of brain health.
- ✓ Jack York, Co-Founder and President of IN2L, shared how to use virtual technology to connect with family and old friends to maintain relationships and a sense of belonging.
- ✓ Clarence Burton Jr, Executive Director of Senior Planet, delighted the virtual crowd with ways to use technology to age in place.

Resource Fair and Expo

The virtual resource fair was visited by attendees to find education, information, marketing, entertainment, and giveaways and prizes. Exhibitors showcased their resources while connecting via video, audio, and chat.

Other Highlights

- ✓ Mark Koebrick was the EMCEE.
- ✓ Governor Jared Polis addressed older Coloradans and gave thanks to their efforts during the first and second COVID-19 waves.
- ✓ A Tribute to Older Coloradans who lost their lives to COVID-19 was celebrated.



HAZEL MILLER



JOSEPH BRADY
Brain Health



JACK YORK
A New Way To Connect



CLARENCE BURTON JR.
Technology



MARK KOEBRICH

Social Media Outreach

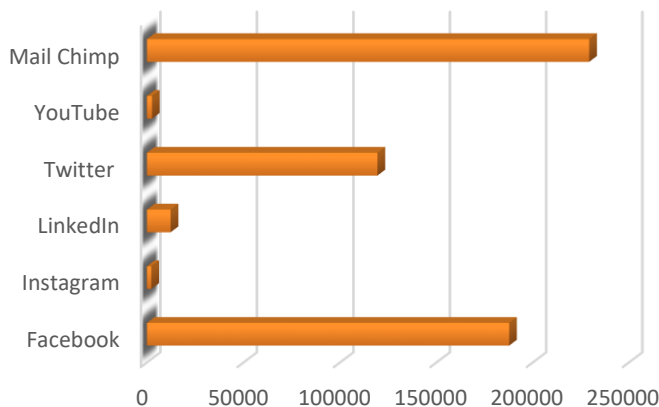
In 2020, The Society exponentially expanded its Social Media and email outreach. In prior years, The Society's outreach focused on community events. Due to COVID-19, The Society's virtual communication efforts to provide information and engage older adults, caregivers and professionals in the field of aging increased. As a result, The Society provided a multi-faceted approach to inform, create awareness, promote events, and boost attendance in our virtual events.

Virtual Outreach Efforts

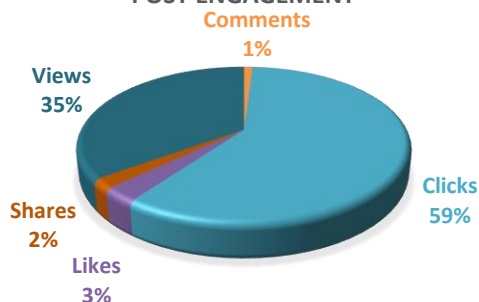
FOLLOWER/SUBSCRIBER GROWTH



POST/EMAIL OUTREACH



POST ENGAGEMENT



Email

- ✓ 119,572 email views
- ✓ 13,861 clicks in email links

Facebook

- ✓ 268,423 post views
- ✓ 1,135 likes
- ✓ 791 shares
- ✓ 105 comments
- ✓ 14,929 post engagements

Instagram

- ✓ Opened account in the fall
- ✓ 2506 post views
- ✓ 137 likes
- ✓ 537 post engagements

LinkedIn

- ✓ 12,315 post views
- ✓ 276 likes
- ✓ 102 shares
- ✓ 643 post engagements

Podcast

- ✓ Started podcast in October
- ✓ Posting as videos on YouTube Channel

Twitter

- ✓ 119,464 post views
- ✓ 220 likes
- ✓ 107 shares
- ✓ 1457 post engagements

YouTube

- ✓ 3,035 video views
- ✓ 2,462 video engagements
- ✓ 8441 video minutes viewed

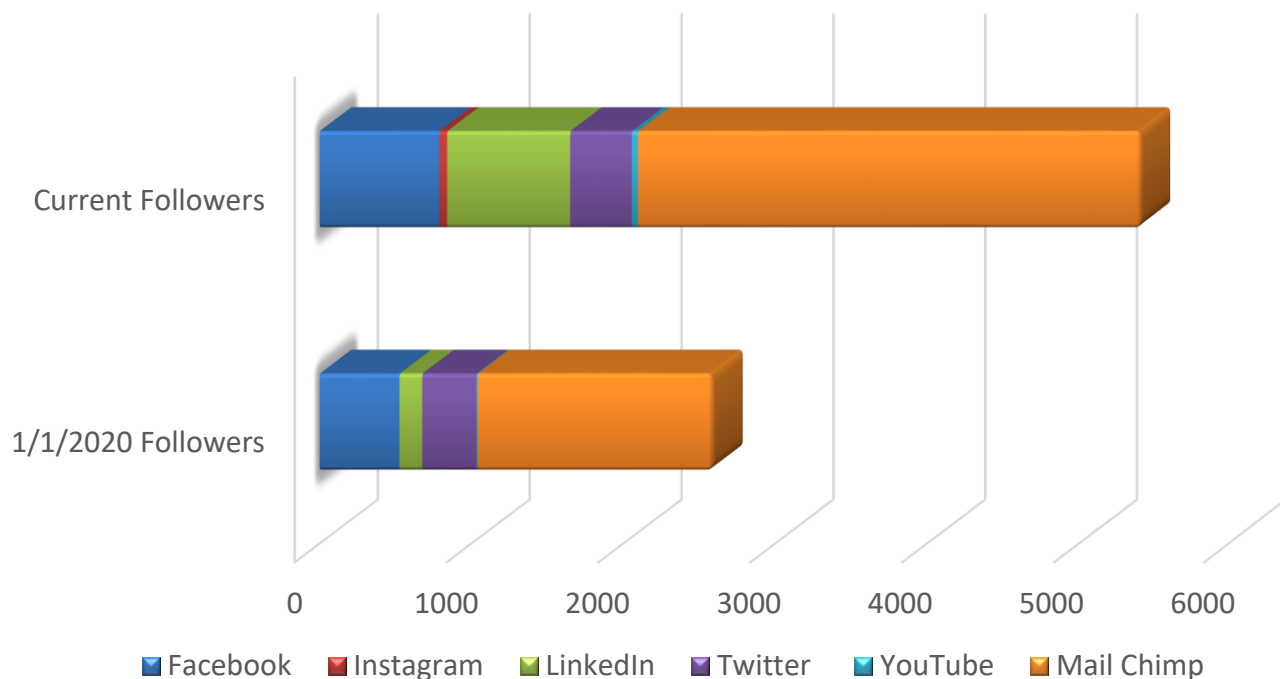
Social Media Outreach

The Society organically increased the number of followers and subscribers to its social media platforms. The post content was further tailored and refined, presented in different media, to ensure it was in alignment with The Society's mission. By staying true to our mission, The Society was able to increase its social media followers and subscribers by 52%. The largest increases were in email subscribers (1766; 53% increase), LinkedIn (661 followers; 81.6% increase), and Facebook (262 followers; 33%).

Virtual Outreach Impact



FOLLOWER/SUBSCRIBER GROWTH

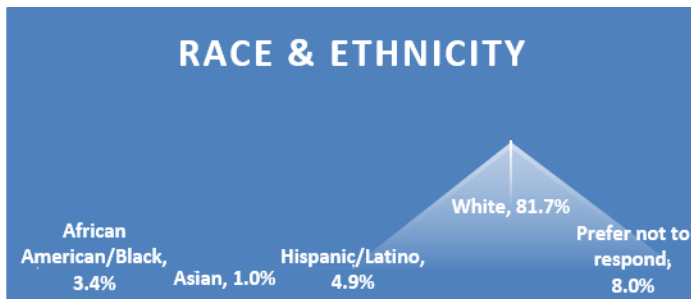


Virtual Outreach

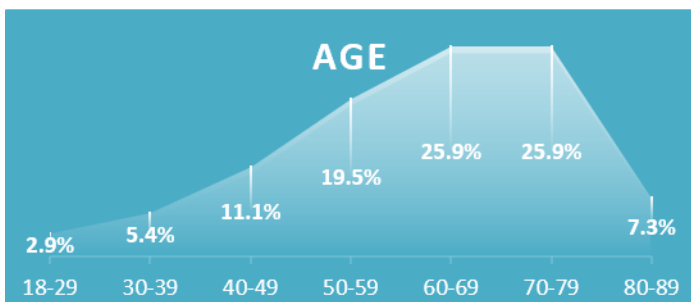
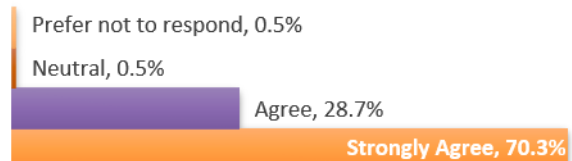
The pandemic changed the way we do outreach. To our ongoing and robust telephonic and direct mail support, we added virtual outreach to keep older adults, their families and professionals in the field of aging updated on current events impacting the older adult community, advance care planning, and long term care services. The format of long-standing in-person programs such as the Salute to Seniors and Medicare Monday, were delivered virtually using interactive platforms to allow participants to watch live performances and presentations, to chat, and to use video conferencing to learn more about resources. Educational and training programs were offered virtually. The platforms allowed participants to ask questions, to do comparison shopping, and to follow-up to get more information, if needed.

Who We Engaged

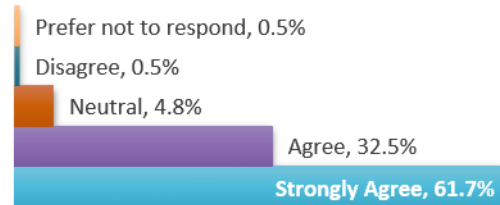
3482 Individuals Engaged	57 Virtual Events	19 Counties	47 Cities	79 Zip Codes
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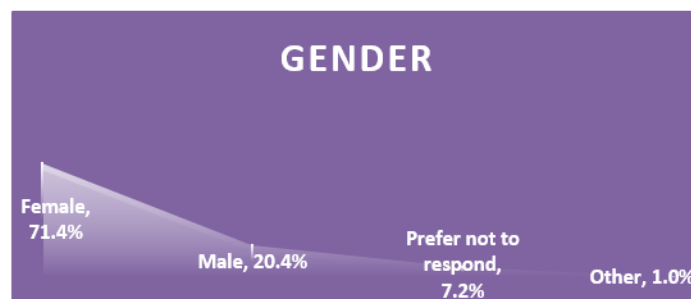
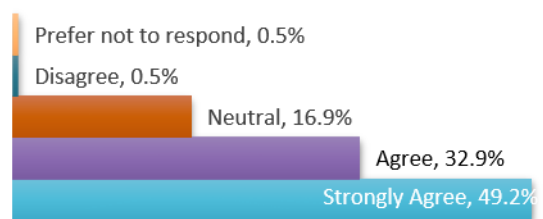
The information provided was clear and easy to understand



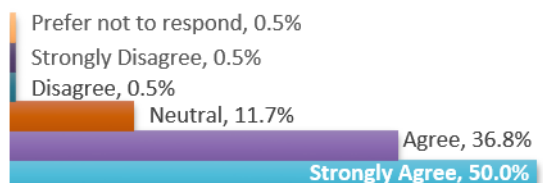
The information provided met my needs



My questions were answered



With the information I received today, I can complete my work/assist older adults/my advance directives



40 Years of Serving Older Adults

2020 marks a major milestone for The Society, 40 years of serving older adults. Thanks to older Coloradans and professionals in the field of aging who have opened their hearts and who shared with us what is needed. We have, in return, listened. This has allowed us to stay true to our mission, even in 2020 with all of its challenges brought by the pandemic. Prior to COVID-19 the majority of our work was in-person. As we continue to practice social distancing, we are expanding our supports and services telephonically and virtually.

The Society will continue to answer calls and support the community as we go forward. Our advocacy efforts will continue to be at the forefront as we work to bring you current events that impact older adults, caregivers and professionals in the field of aging. We will continue to advocate by addressing the needs of older adults including communities of color and individuals with limited English proficiency. As we advocate for older adults we consistently discuss the needs of all older adults as well as collaborate with those serving older adults.

In this year of crisis, more than ever we held our mission closer to our hearts remaining grounded in purpose. The Society is at the end of a strategic planning cycle and will complete a five-year strategic plan in the upcoming year. We hold our mission to be at the epicenter of all we do. Here is what you should expect from us:

1. We will provide information, counseling and referral, education and training
2. We will advocate for older adults and for older adult friendly public policy
3. We will bring services to professionals, as well as older adults and their families

In addition to adapting to the new norms of service delivery, The Society's next strategic plan will conceptualize how we can continue to serve Colorado's older adults in meaningful ways by addressing the different sectors and needs within the sectors. With the promise of an upcoming COVID-19 vaccine, there is hope to a post COVID-19 norm that will reflect returning to some practices that were customary prior to the pandemic and other practices which will continue as part of the pandemic norms. With such promise there is also great uncertainty how long COVID-19 will continue to impact how we are able to bring services to you. Our promise to you is to continue to self assess and work to serve you, the community and most of all, help those in need. We are also committed to building new leadership in those entering the field of aging as a career path. We are committed to collaboration among the sectors serving older adults. And lastly, we are committed to delivering high quality and meaningful services to older adults and families, as well as those who work with them.

