

## More than Just a Meal

Emma spent her youthful years as a single parent, working several jobs in order to provide food and shelter for her children. She worked 20 years harvesting fruits and vegetables and selling jewelry and gorditas (tortilla pockets). When she had time, she enjoyed socializing and singing in front of large crowds.

Emma's life changed drastically when her health began to deteriorate. She could no longer work, became dependent on others, and lost her sense of independence. Her family felt helpless because they were unable to shelter or financially assist their mother. They were uncertain about Emma's health and future. Emma never imagined her life taking such a turn. She was losing hope.

Then in 2005, Emma sought assistance from Community SeniorServ. At that time, she suffered from numerous

severe health conditions as well as frequent bouts of depression. She experienced difficulty walking unassisted and was in constant pain, feeling numbness and burning

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Emma and her case manager Lizbeth

## Remembering Shirley Cohen

Shirley A. Cohen, founder, of Feedback Foundation passed away on September 10th at home, surrounded by her loving family.

Shirley founded Feedback Foundation in 1967 and led the agency as the executive director until she retired in 1999. During her illustrious career with Feedback Foundation, Shirley created the first Adult Day Health Care centers in Orange County. Under Shirley's vision and leadership, the Feedback Foundation became the largest senior nutrition

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### Meals & More Tour

Join us for a one hour educational and inspirational tour of Community SeniorServ to learn about the lives of older adults we are changing every day in Orange County.

Tour Dates & Times:

Tuesday, December 6th at 8:00am

Thursday, December 15th at 4:00pm

Tuesday, January 3rd at 8:00am

Thursday, January 19th at 4:00pm

Tuesday, February 7th at 8:00am

Thursday, February 16th at 4:00pm

Tours are held at our headquarters located at 1200 N. Knollwood Circle in Anaheim. Call Phil Beukema at (714) 229-3362 to reserve your spot.

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Earle Zucht



## Leadership Profile

Earle Zucht developed a passion for the well-being of older adults through his father-in-law, actor, Eddie Albert. Mr. Albert was a strong advocate for healthy aging and sustaining a healthy lifestyle following retirement.

Three years ago, Earle was introduced to Community SeniorServ by his friend and tennis partner, Don Lewis, who is a board member. Earle was looking for a non-profit organization to support. He was impressed with Community SeniorServ's programs and services, and he thought he could help take the organization to the next level.

After joining the board, Earle became the event chair of Celebrity Chef OC, the organization's signature special event. Over the past three years, under Earle's leadership, the net revenue from the event has grown from \$30,000 in the first year to more than \$80,000 this year. Earle also chairs the Development & Marketing sub-committee of the Board of Directors and is a member of the Meals & More committee.

Earle lives in Corona del Mar with his wife Maria. Volunteering for Community SeniorServ has become a family affair as both Maria and their adult daughter, Mia, have volunteered for Celebrity Chef OC. Earle works for SAP, a business software company, and is responsible for sales in Southern California.

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**Over the past three years, under Earle's leadership, the net revenue from the Celebrity Chef OC event has grown from \$30,000 in the first year to more than \$80,000 this year.**

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Holly Hagler, CEO



## CEO Column

It has become evident that we can no longer depend on government to provide all resources that seniors need to maintain their independence. In these times of increased self-reliance, there is a new movement spreading across the country called the "Village Movement."

Villages are neighborhood-based membership organizations that work to build welcoming communities for seniors, provide social supports, and coordinate affordable services. Villages help older adults ensure they will have access to services and support systems.

We were delighted to recently receive a grant from the Archstone Foundation to pilot Incircle Village Network™ so that older adults may age in place with maximum independence and dignity.

Incircle Village Network™ will start in Irvine, and Community SeniorServ will collaborate with the City of Irvine, Jewish Federation and Family Services and several other organizations. Anticipated services will include: transportation; social activity coordination; discounted vendor referrals; volunteer-based concierge services including grocery shopping, gardening, and pet walking; culturally appropriate meal service; a friendly visitor program and a time bank where members can exchange goods and services.

We are busily developing plans to launch the Village in mid-2012 and look forward to expanding it to other Orange County locations in the future.

# We Feed Needs

## Care Transitions Program Launched

Community SeniorServ is pleased to announce the launching of a new program, Incircle Care Transitions™. The goal of care transition programs is to reduce hospital readmissions by providing services such as medication management, ensuring timely follow-up visits with physicians, and nutrition management. Successful care transition programs are a point of emphasis of President Obama's Affordable Care Act (ACA) under direction from the Centers for Medicare and Medicaid Services (CMS).

The mission of the Incircle Care Transitions™ program is to provide a simple, yet effective and powerful model of transition coaching which reduces costs for healthcare providers and payers while increasing quality and patient satisfaction. CSS is particularly well positioned to implement care transitions due to the array of home and community-based services currently offered. CSS will provide the program utilizing licensed clinical staff, including registered nurses, licensed vocational nurses and social workers.

### The goals of the Incircle Care Transitions™ include:

1. Improve how care is delivered during the key transitions between hospital to home and nursing home, when patients are most at-risk;

2. Facilitate communication between patients, caregivers, and providers;
3. Improve outcomes, reduce errors and unnecessary services, which will in turn improve quality and reduce costs;
4. Give patients the tools to ask the right questions and understand their care;
5. Reduce unnecessary hospital or nursing home admissions.

For more information on Incircle Care Transitions™ please contact Giovanni Corzo, VP Home & Care Services at (714) 823-3285.



## Senior Lunch Program Makes a Difference in Health and Quality of Life

Community SeniorServ (CSS) has completed an extensive outcomes study on the impact of its Senior Lunch program. CSS serves a hot, nutritious lunch at 27 centers in Orange County that have a combined average daily attendance of 1,450 older adults. This program is funded through the Older Americans Act (Title III Congregate Meals).

The CSS study included 1,200 senior citizens who participate in the lunch program and other activities at their local senior center. The research was independently designed, monitored and analyzed by DoctorS Nonprofit Consulting in Fullerton, California, under the direction of Drs. Dallas and Debbie Stout. Survey results revealed the following:

- 68% of seniors reported the lunches have improved their quality of life
- 59% said their physical health has improved because of the program

- 95% have more friends as a result of the program, including 48% who have significantly more friends
- 52% feel more connected to their community and city since attending the program

33% of those surveyed reported eating just one well balanced meal a day at home, so the senior lunch program clearly improves nutritional intake. The program overwhelmingly meets its goal of providing socialization for participants, given that 81% indicated they would be at home if they had not come to the program. Respondents who reported they were happy most days showed significantly higher levels of physical health, number of friends and quality of life. The more they attended the lunch program, the more they reported being happy.



## Remembering Shirley Cohn (...continued on page 1)

program in Orange County, becoming a model safety net organization for older adults in north Orange County.

In 2004, Feedback Foundation merged with Senior Meals & Services in Garden Grove and the combined agency was renamed Community SeniorServ. Our staff, volunteers and clients would like to express our condolences to Shirley's family, and we thank them for her contributions to the well-being of older adults in Orange County.

## Senior Care Humanitarian Awards Event Benefits Community SeniorServ

Community SeniorServ was the beneficiary of the inaugural Senior Care Humanitarian Awards ceremony held on Sunday, October 23, 2011 at the Nixon Presidential Library and Museum in Yorba Linda. The event honored and celebrated the selfless accomplishments of health care humanitarians who serve older adults in Orange County. The event was developed and planned by ANSWERS, an organization composed of health care professionals that provides resources, support and free education to the community.

The event was attended by 380 guests representing hospitals, insurance companies, in-home care companies, hospices, non-profit organizations, and skilled nursing facilities.

Physicians, nurses, social workers, caregivers and administrators were nominated by co-workers and community members for their distinguished care and support of older adults in Orange County. The winners were determined by a prestigious panel of judges. The winners were recognized and their accomplishments highlighted at the event and each honoree received a Senior Care Humanitarian Award.



Event Chair, Eric Bergstrom, presents Yeni Miranda with Compassionate Caregiver Award



CEO Holly Hagler and her husband Joe Hagler with Jane Roth, VP of Finance for Community SeniorServ



Event guests recognize award winners

## More than Just a Meal (...continued on page 1)

sensations throughout her legs and feet. Emma often felt isolated from society as her health did not permit her to engage in outdoor activities. She spent most of her time seated with her feet elevated to avoid severe pain and required assistance with all of her daily activities.

Since 2005, Community SeniorServ has continued to provide home delivered meals and case management services. Through the case management program, Emma has received a range of services and referrals including transportation vouchers, homemaking, and assistive devices such as an electric scooter. The scooter has allowed Emma to go out and regain her social life; she no longer feels isolated in her home. She has also received other items such as a microwave, small


refrigerator, hygiene supplies, and a new bed.

Referrals have been submitted to the Caregiver Resource Center to provide care giving respite to Emma's daughter. Referrals have also been submitted to Older Adult Services to treat Emma's depression and to OASIS to receive housing assistance.

Emma and her family are grateful for the services and referrals CSS has provided to her. Emma sums it up by saying, "Thanks to all the services and assistance that I've received, my life has been stable and I no longer fear for my life because I know people care about me and will help me when I'm ready to give up."

## Grant a Holiday Wish for a Homebound Senior

Volunteers at Community SeniorServ have been busy making phone calls to homebound seniors to learn what their holiday wishes are this year. Last year, generous individuals and corporate employees donated over 800 gift cards (the number one request) and over 500 personal gifts to seniors, who otherwise may not have received a holiday remembrance.



Twenty dollar Target gift cards is a top requested item. A gift card gives recipients the opportunity to have a caregiver or companion help them purchase the exact items they prefer. Although it may not seem like much, twenty dollars can provide necessities such as co-pays, Ensure, toilet paper, incontinent supplies, toothpaste, or a new toothbrush.

Theresa Powell, Director of Volunteer Services explains, "Most of our homebound clients are looking for ways to provide for their basic needs. Providing gifts enabling them to do this during the holiday season gives them a real lift."

This year, there is an exciting new option for donors of the holiday gift program looking for a unique and meaningful gift idea for anyone on their holiday gift list: Community SeniorServ's Charitable Gift that keeps giving.

Donors may embody the true spirit of the season by giving a charitable gift in the name of a friend, relative, or co-worker. A donation of \$20.00 will provide a homebound senior a holiday remembrance they will not soon forget.

A greeting card will be provided for every \$20 donation toward the charitable gift card program. The card will give your loved ones the pleasure of knowing that a homebound senior will receive a gift on their behalf this holiday season.

For information on how to help this holiday season, contact Theresa Powell:  
tpowell@communityseniorserv.com or 714 229-3349.



Helping maintain independence & well-being

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## Volunteer Opportunities

### 2011 Holiday Gift Program

The holidays can be a difficult time for many homebound seniors who find themselves in poor health, living in solitude, with little social contact. For these older adults, a simple holiday remembrance can transform an otherwise dreary season into something as magical as their distant childhood memories. Gift Cards are the most popular gift choice by seniors. They provide the opportunity for an outing and ensure the senior receives the brands and items they prefer.

Help us reach our goal of providing gift cards to 1200 isolated seniors. For more information: [www.communityseniorserv.com](http://www.communityseniorserv.com) or call Theresa at (714) 229-3349.

### Friendly Visitors Needed

Many seniors are sitting at home alone relying on their televisions to provide companionship. They would enjoy nothing more than the opportunity to share stories and wisdom they've gained from personal life experiences with an interested friendly visitor. Currently seniors are waiting for visitors in Anaheim and La Habra.

### Meals on Wheels Volunteers Needed

Volunteer drivers are needed to deliver meals to homebound clients who can no longer shop or cook for themselves. Routes currently available in Seal Beach.

**To learn more about these volunteer opportunities contact, Theresa Powell, Volunteer Director, at 714-229-3349 or email [volunteer@communityseniorserv.com](mailto:volunteer@communityseniorserv.com).**

### NEED HELP? COMMUNITY SENIORSERV IS HERE TO HELP!

**For General Information:** 714-220-0224 we're here from 8am to 4:30pm to answer your questions

**For Information on Senior Lunch Programs:** : 714-229-3354

**For Information on Meals on Wheels:** 714-229-3371

**For Information on Adult Day Services:** : 714-229-3369