

# ADULT DAY SERVICES LETTER

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## Adult Day Services Letter Partners With NADSA To Host ADS Week Awards Contest

The National Adult Day Services Association (NADSA), in partnership with **Adult Day Services Letter**, is hosting an awards program to recognize the marketing efforts and unique activities of adult day services providers during Adult Day Services Week, Sept. 17-23.

Entrants will be judged in four areas based on this year's theme, "Tell the Story of Caring," and this year's objective – promotion of adult day services to governors across the country.

The categories are:

- **Governor's Response:** How did the governor's office respond to your promotion?
- **Community Response:** What was the community response to your activities?
- **Marketing:** What did you do to market Adult Day Services Week to the media, governor and community?
- **Activities:** What unique activities did you hold during Adult Day Services Week?

### Contest Rules

1. Limit one entry per organization.
2. All entries must be postmarked by Oct. 1 and mailed to: ADS WEEK CONTEST, Adult Day Services Letter, 1913 Atlantic Ave., Suite F5, Manasquan, NJ 08736 or faxed to (888) 329-6242.

#### Readers:

*Got a problem? Got a question? Got a story to tell? We want to hear from you. Call our Reader Hotline at (888) 843-6242 and ask for Carolyn Pense, or send an e-mail to: [cpense@healthresourcesonline.com](mailto:cpense@healthresourcesonline.com)*

3. The winner will be announced during NADSA's Annual Education Program, Nov. 4-5 in San Francisco.

4. Entry forms must be completed and include contact information. Copies of any supportive materials should also be included with your entry form (i.e., press releases, copies of press coverage received, photographs, marketing materials, etc.) Please do not send originals as they will not be returned.

### Prizes

- ✧ The grand prize winner will receive a free conference registration for the NADSA Public Policy Institute, Spring 2007, and a one-year subscription to **Adult Day Services Letter**.
- ✧ The runner up will receive the report, *How Adult Day Services Are Marketing Their Products and Services*, and \$100 in NADSA publications.
- ✧ All entrants will receive a certificate of participation.

To access an entry form, visit [www.healthrespubs.com/adscontest.pdf](http://www.healthrespubs.com/adscontest.pdf). Entry forms will also be included in Adult Day Services Week packets being sent to NADSA members and as an insert in this issue of your **Adult Day Services Letter**.

Addresses: **Adult Day Services Letter**, Health Resources Publishing, 1913 Atlantic Ave., Suite F5, Manasquan, NJ 08736; (732) 292-1100, [www.healthrespubs.com](http://www.healthrespubs.com). National Adult Day Services Association, 2519 Connecticut Ave. NW, Washington DC 20008; (800) 558-5301, [www.nadsa.org](http://www.nadsa.org).

## Adult Day Services Week: Tips For Contacting Your Governor

One of the goals of this year's Adult Day Services Week is to promote adult day services to state governors, according to the National Adult Day Services Association (NADSA).

Here are a few tips to help you reach out to your state's governor:

### Finding Contact Information

- ✓ Find your governor's contact information by visiting [www.firstgov.gov/Contact/Governors.shtml](http://www.firstgov.gov/Contact/Governors.shtml)
- ✓ Visit your official state government Web site.

### Writing Letters

- ✉ Send a formal e-mail or letter addressed directly to your governor.
- ✉ Keep letters concise but be sure to get your point across.
- ✉ Be friendly.
- ✉ Be appreciative. "Thank you for supporting adult day services in the past."
- ✉ Be solicitous. "Will you support adult day services?"
- ✉ Be proactive. Follow up on your letter if you do not receive a reply.
- ✉ Be sure to include your name, address, phone number and e-mail where you can be contacted.

### Visits And Meetings

- ✉ Arrange a meeting or visit with the governor or attend an event where the governor will be.
- ✉ Be prepared. Conduct any necessary research, take notes along with you, or prepared letters/information to share with the governor.
- ✉ Be respectful.
- ✉ Be concise. Stick to the issue and keep it simple.
- ✉ Keep the meeting brief. Ask the important questions within the period of time you are given.
- ✉ Leave a handwritten note. If you are unable to meet with the governor, leave a handwritten note briefly describing the reasons for your visit and include your contact information.

### ADS Week: Sept 17-23

- ➔ Send an invitation to your governor to attend any dinners, open houses, community events or activities that you will be holding during ADS Week.
- ➔ Write a letter to the governor thanking him or her for declaring ADS Week this year or requesting that Sept. 17-23 be officially designated ADS Week.

→ Urge your adult day services state association to invite the governor to speak at the next conference or meeting.

→ Send informational literature on adult day services to your governor or statistics about the use of adult day services within your state.

For additional tips, visit: [www.firstgov.gov](http://www.firstgov.gov), [www.gov.indiana.edu/hhe/tips.html](http://www.gov.indiana.edu/hhe/tips.html), [www.nadsa.org](http://www.nadsa.org) and [www.heartsandminds.org/links/lobbylinks.htm](http://www.heartsandminds.org/links/lobbylinks.htm).

Address: **Adult Day Services Letter**, Health Resources Publishing, 1913 Atlantic Ave., Suite F5, Manasquan, NJ 08736; (732) 292-1100, [www.healthrespubs.com](http://www.healthrespubs.com).

## Salaries Of Adult Day Services Professionals Vary By Location

Salaries of adult day services professionals may vary depending on location, according to the results of the *Adult Day Services Salary and Benefits Survey* conducted by **Adult Day Services Letter**.

Those working in rural areas had the lowest average salary, according to respondents. Adult day services professionals serving rural areas averaged \$38,775 in 2004, the most recent year available, the results showed.

The highest salary reported from a respondent working at a rural adult day center was \$68,000 and the lowest was \$13,260 in 2004.

For professionals working in urban and suburban areas, average salaries are significantly higher than that of rural professionals. However, there is not a significant difference between the urban average and the suburban average, according to the results.

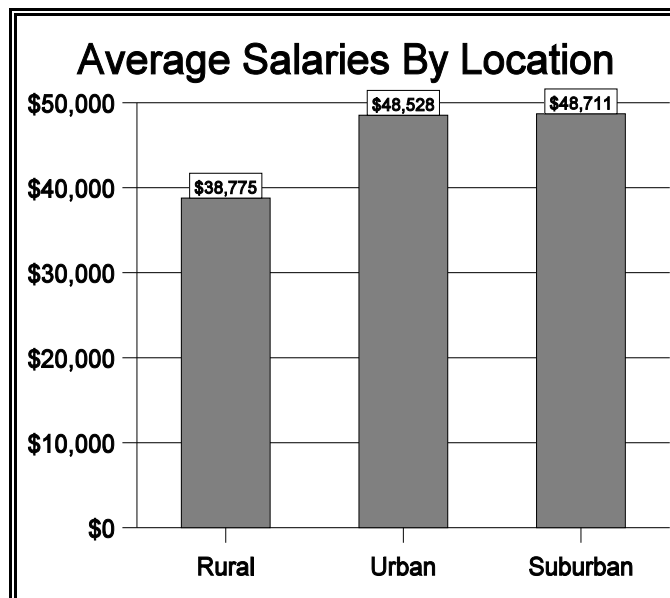
Those working in urban areas averaged \$48,528 in 2004 and those working in suburban areas averaged \$48,711, according to respondents.

### Regional Averages

Average salaries also vary by region, according to the survey.

Regional averages for 2004 were:

- ▶ Mid-Atlantic \$53,084
- ▶ New England \$51,346
- ▶ North Central \$43,644
- ▶ South Central \$42,054
- ▶ Mountain \$42,000
- ▶ Pacific \$38,653
- ▶ South Atlantic \$37,495



Source: *Adult Day Services Salary and Benefits Survey*, **Adult Day Services Letter**, 2005.

*Editor's Note: Results reflect the responses gathered from **Adult Day Services Letter** subscribers and members of our online community who participated in the survey. Surveys were gathered and compiled in 2005 and are based on 2004 data.*

*Additional information based on analysis of this survey will appear in upcoming issues of **Adult Day Services Letter**. Complete details are available in the *Adult Day Services Salary and Benefits Survey Report*, a publication offered to all current subscribers.*

*To participate in the latest version of this survey, visit [www.healthrespubs.com/Adult/adult.htm](http://www.healthrespubs.com/Adult/adult.htm).*

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## Adult Day Services Organizations' Vacation Policies

Adult day services professionals' vacation time is dependent on full-time or part-time status and number of years working for the organization, according to results of the *Adult Day Services Salary and Benefits Survey*.

After one year of service, adult day services professionals are provided approximately 12 days of vacation on average.

One Year Of Service	
Number of Days	Percentage Of Respondents
0 to 5	17 percent
6 to 10	42 percent
11 to 15	25 percent
16 to 20	6 percent
21 or more	10 percent

The majority, about 42 percent of respondents, have six to 10 vacations days at one year of service. About 25 percent are awarded 11 to 15 days of paid time off.

Only 16 percent reported having 16 or more days of vacation after their first year of service.

At the five-year mark, adult day services professionals average 17 days of vacation, according to respondents.

Five Years Of Service	
Number of Days	Percentage Of Respondents
0 to 5	6 percent
6 to 10	13 percent
11 to 15	46 percent
16 to 20	8 percent
21 or more	25 percent

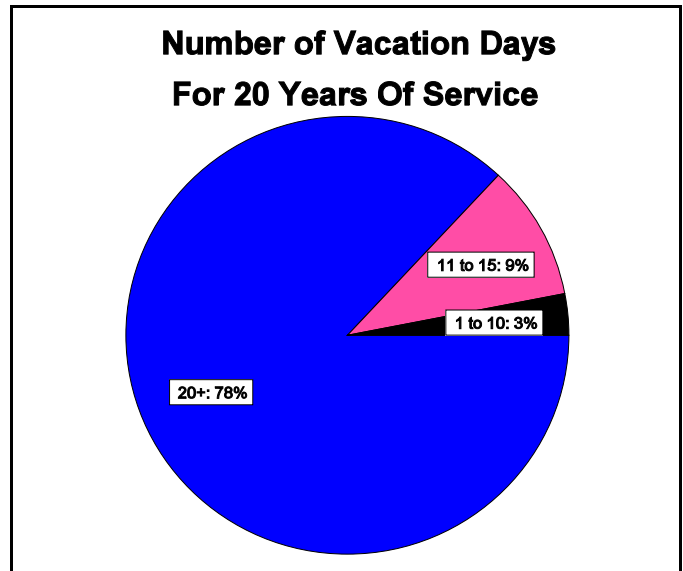
Only 19 percent said they earn 10 or fewer days after working for five years with their adult day programs.

Devoting 10 years of service to an organization earns professionals an extra couple of days. On average, according to the survey results, adult day services professionals who have 10 years of service under their belts earn about 19 days of vacation.

While some only get about 10 days of vacation after 10 years, adult day services professionals reported earning as many as 35 days of vacation after 10 years.

For 20 years of service, adult day professionals get 10 vacation days, on average. The majority, however, earn 20 or more days. About 78 percent get 20 or more days of vacation.

At the 20-year mark, adult day services professionals reported as many as 38 days of vacation.



Source: *Adult Day Services Salary and Benefits Survey*, **Adult Day Services Letter**, 2005.

*Editor's Note: Results reflect the responses gathered from **Adult Day Services Letter** subscribers and members of our online community who participated in the survey. Surveys were gathered and compiled in 2005 and are based on 2004 data.*

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## New Memory Program Has Many Benefits For ADC Clients With Dementia, Study Finds

Individuals with cognitive impairments, such as Alzheimer's disease and other forms of dementia, reap measurable benefits from the Memory Magic™ Program, which helps stimulate elderly with dementia to socialize and share memories, according to a study funded by the National Institute on Aging (NIA).

Elderly with dementia in adult day centers and nursing homes who participated in the program exhibited higher levels of engagement, more positive social behaviors, more interaction with others and fewer negative behaviors such as arguing with others or falling asleep than during traditional activities, the study found.

The program involves reminiscing, trivia and stimulating discussion, meeting the challenge of motivating patients who are experiencing loneliness, frustration and a sense of helplessness. One caregiver can lead a 60-minute session with 10 to 20 participants, according to the company.

The Memory Magic™ Program has received positive feedback from adult day center and nursing home professionals.

"We're amazed at how much this activity stimulates memories and gets residents reminiscing," said Nancy Calcott, activity director, Concordia Care. "Even residents who don't normally participate in

activities take part in this activity. It's so much better than bingo. It really makes them think."

The Memory Magic™ Program was developed by Creative Action, LLC, with funding from the NIA.

A demonstration of the program is available at [www.memorymagic.com](http://www.memorymagic.com).

Address: Creative Action, LLC, 680 North Portage Path, Akron, OH 44303; (877) 281-6336, [www.memorymagic.com](http://www.memorymagic.com).

## Indiana OPTIONS Program Promotes Adult Day, Alternative LTC Services

A new state-wide program in Indiana will help promote and support the full range of long-term care options for seniors, including adult day services, according to Steve Smith, director of the Indiana Family and Social Services Administration (FSSA).

The OPTIONS program will promote and support adult day services, assisted living, congregate living and adult foster care to reduce "nursing home utilization."

"FSSA is a healthcare financing organization, and funding for an individual should be based on the level of care and services needed by an individual," said Mitch Roob, secretary of FSSA. "The funding must be connected to people and not institutions. In almost every area we serve, the enlightened care is a home-based or community-based model and away from the institutional setting."

The three components of the OPTIONS program are:

1. developing capacity in areas such as adult day services, assisted living and adult foster care;
2. improving access to this new capacity; and
3. raising public awareness of the full range of long-term care options.

### **Medicaid Eligibility**

Historically, the Medicaid financial eligibility criteria were more favorable for traditional nursing home care and less favorable for alternative services, Smith noted. To address this disparity, the state is creating uniform financial eligibility criteria for a broad range of long-term care services.

The new approach will permit families and hospital discharge advisors to choose the best care model for a Medicaid-eligible senior citizen by creating equal access to all services.

### **Outreach And Support**

To ensure that there is an adequate supply of alternative services, program managers have been established in FSSA's Division of Aging to promote and support each of the OPTIONS services.

In addition, Smith has established an outreach effort focusing on the minority community because there is less use of alternative services among minorities. Outreach coordinators are meeting with minority community and church leaders throughout the state to identify potential new service providers.

Another part of the FSSA agenda is to reduce the oversupply of nursing home beds by closing existing nursing homes or converting these facilities into one or more of the alternative long-term care services. Through a quality assessment fee authorized by the state legislature, funds are available to assist nursing homes with closure and/or conversion.

A public awareness program was launched last month to inform the public about OPTIONS. For more information, visit [www.ltcoptions.in.gov](http://www.ltcoptions.in.gov).

Address: Indiana Family and Social Services Administration, P.O. Box 7083, 402 W. Washington St., Indianapolis, IN 46207; (317) 233-4454, [www.in.gov/fssa/](http://www.in.gov/fssa/).

readoption by the Department of Health and Senior Services (DHSS).

DHSS is proposing amendments at N.J.A.C. 8:92-1.4 to add definitions of the terms "administrative costs," "advertising costs," and "total program operating budget." Other amendments have also been proposed throughout the rule to make technical corrections.

The state's Office of Community Programs is proposing to readopt the rules, N.J.A.C. 8:92.

N.J.A.C. 8:92 establishes procedures and requirements for the operations of the program, which provides relief through the provision of subsidized adult day services.

In particular, the regulations set forth the basis for the methodology, formulas and criteria that the department implements to determine the grant funding award to provide to each qualified agency that participates in the program. Methods by which a participating agency may secure the remaining allowable costs for which DHSS does not provide grant funding is also established under the rules.

The rules proposed for readoption would continue to provide the regulatory framework for the department to fund agencies that participate in the program, and ensure that clients participating in the program will remain safe and receive appropriate care.

The notice of proposal appeared in the June 5 New Jersey Register. Public comments will be accepted until Aug. 4.

Address: New Jersey Department of Health and Senior Services, P.O. Box 360, Trenton, NJ 08625; (609) 292-7837, [www.state.nj.us/health](http://www.state.nj.us/health).

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## **Legislative Alert**

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### ***NJ Proposes Readoption Of Rules Governing The Adult Day Services Program For Alzheimer's***

New Jersey's regulations governing the Adult Day Services Program for Persons with Alzheimer's Disease or Related Disorders program have been proposed for

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## **Adult Day Services News Briefs**

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### ***MADSA Launches Overnight Respite Initiative***

The Minnesota Adult Day Services Association (MADSA) has launched a new Overnight and Weekend Respite Initiative.

The MADSA Overnight Respite Initiative is funded under contract with the Metropolitan Area Agency on Aging Inc. as part of the Older Americans Act program.

Two centers are currently offering overnight services – Common Sense Services, St. Paul, and AlterCare, St. Louis Park.

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

\* \* \*

### **United Way Of Nevada County Adult Day Services Awarded \$12,000**

The United Way of Nevada County (UWNC) awarded \$120,000 to local partner agencies, including \$12,000 for adult day services.

The money for United Way of Nevada County's Community Fund comes from undesignated contributions and pledges and is collected throughout 2006 from employees, retirees and area residents, according to Lindy Beatie, UWNC's executive director.

<http://uwnc.org/>

\* \* \*

### **NIA Offers Free Booklets On Alzheimer's**

Two free booklets designed to help people with limited literacy skills learn about Alzheimer's disease and memory loss are available from the National Institute on Aging.

"Understanding Memory Loss" covers topics such as: differences between mild forgetfulness and serious memory problems; causes of memory problems and how they can be treated; what a person should do when worried about memory; how family members can help.

The second booklet, "Understanding Alzheimer's Disease," includes: signs of Alzheimer's disease; the importance of seeing a doctor early; treatment; and help for caregivers.

To order copies, visit [www.alzheimers.nia.nih.gov](http://www.alzheimers.nia.nih.gov) or call (800) 438-4380. Bulk orders are welcome.

[www.nia.nih.gov](http://www.nia.nih.gov)

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### **Alzheimer's Association Dementia Care Conference**

The Alzheimer's Association has scheduled its Dementia Care Conference, Sept. 11-13, at The Westin Peachtree Plaza Hotel, Atlanta, Ga.

Designed for professionals and family caregivers, the conference highlights the latest practices and programs appropriate for both the beginning and advanced practitioner, with topics ranging from early-stage to end-of-life issues.

This year's plenary speakers include: Dr. Gene D. Cohen, Ph.D., director of the Center on Aging, Health & Humanities at George Washington University; Anne Basting, Ph.D., director of the University of Wisconsin – Milwaukee's Center on Age and Community; and Dr. John Morris, medical researcher.

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

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## **State Association Events**

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### **California Association for Adult Day Services**

- CAADS 29th Annual Conference & Membership Meeting: Sept. 20-22, Hyatt Regency San Francisco Airport.

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

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### **Indiana Association of Adult Day Services**

- 2006 Fall Conference: Oct. 13-14, Indianapolis.

[www.iaads.net](http://www.iaads.net)

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### **North Carolina Adult Day Care Association**

- Workshop – Opening An Adult Day Program in North Carolina: Is it the Business for You?: Aug. 12, 8:30 a.m. - 3:00 p.m.
- Workshop – *Making Connections: Understanding and Implementing Person-Centered Care and Business Plan Writing:* Sept. 30, 8:30 a.m. - 4:00 p.m.

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

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