

Message from the President

By Andrea Busada, Broward County Elderly and Veterans Services



I hope this message finds you all well and settled into the New Year.

Can you believe it is already March?!? Your

FASP Board has been busy, meeting in Tallahassee in January to attend committee meetings and advocate on behalf of seniors and the aging network.

Each year, we are faced with an uphill battle to maintain our funding. However, with the hard work and dedication of our management firm, Margaret Lynn Duggar and Associates, we have not only seen our funding held whole each year, we've even seen increases!

This year proves to be especially challenging with many competing priorities for the legislature to decide upon. Please remember that your voice is IMPORTANT and VALUABLE. Please contact your state

legislators to advocate for your agencies, your programs, and for the entire statewide aging network.

In addition to our advocacy work, we are already looking forward to another fantastic conference in August.

This year we'll be meeting in Tampa and I am very excited to take advantage of the incredible educational and networking opportunities that the conference offers every year.

Please visit <http://fcoa.org/Conference> for more information so that you can plan to attend with as many co-workers as possible. I hope to see all of you there. Please find me to say hello and to let me know how the FASP Board can best serve you – your membership is so important to us.

Wishing you all the best as we head into spring.

Andrea Busada

Table of Contents

| | |
|---|-----|
| President's Message: | 1 |
| Protecting Against STDs | 2 |
| Legislative Advocacy Tips | 3-5 |
| Difference, Diversity, Sensitivity Among Ourselves | 6-7 |
| Making Your Association Attractive to Donors | 8-9 |
| Florida Telecommunications Relay, Inc. | 10 |
| Upcoming Events | 11 |
| Past Sponsors | 12 |

Sponsor:



Protecting Against STDs Never Gets Old

Courtesy of Florida Department of Health

As we age, our health needs change. But one thing that remains consistent is our need to be informed about and take precautions against sexually transmitted diseases, or STDs.

STDs are all too common and are transmitted from person to person through intimate contact, like sex. For the past three years, rates of chlamydia, gonorrhea and syphilis have all increased in the US. According to the Centers for Disease Control and Prevention (CDC), people over the age of 45 have seen an increase in infection rates for STDs since 2012, with no end to the trend in sight.

There are many factors that contribute to the rise in STDs in older Americans. Many seniors remain sexually active, but some may have never had access to comprehensive sex education to learn how to prevent contracting or spreading STDs, and they may not use precautions like condoms because pregnancy is no longer a risk.

Consistent use of latex or polyurethane condoms is highly effective in preventing the contraction or transmission of STDs. Condoms aren't just for birth control; they provide a protective barrier between you and your partner that keeps you both safe from infection.

Combined with having unprotected sex, older adults tend to have weaker immune systems than their adolescent counterparts, making them more prone to infection. This has other potential complications as well. Sometimes a person who contracts an STD may go a while without displaying symptoms. Not only does this mean the person may unknowingly spread the disease to others before developing symptoms, but their body is still actively fighting the infection, weakening their immune system and leaving them vulnerable to other illnesses. If left untreated, STDs can result in severe health consequences.

Many STDs can be easily diagnosed and treated with antibiotics, but while



testing for STDs and HIV/AIDS is fairly common practice for younger generations, an older person's doctor may not think to do so, and the patient may not know to ask to be tested. But getting tested to protect your health and the health of your partner is crucial at any age.

The Florida Department of Health, in conjunction with county health departments, partner clinics, and private clinicians, provides screening, counseling, treatment and partner notification services to persons infected with or suspected of being infected with STDs. The health department in

your county offers STD services at low or no cost. CDC offers a national search tool at www.gettested.cdc.gov to locate HIV, STD or Hepatitis testing facilities near you.

Sex is a private issue that many people feel uncomfortable discussing, but having protected sex and being aware of your STD status is the best way to stop STD transmission and is an important part of protecting your overall health.

For more information



Legislative Advocacy Tips

*By John B. Clark, President/CEO
Council on Aging of West Florida*

Let's begin by making sure we are all on the same page as to our understanding of what advocacy is all about. "Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others." Clearly service providers are constantly advocating for their programs and services in support of frail elders.

This can be done on the local, state or national level. While in many cases it involves money or funding, it can also be about an issue affecting elders, such as health care.

For our purposes in this article, it is advocacy in support of increased General Revenue funding in Florida for aging programs: specifically, Community Care for the Elderly (CCE), Alzheimer's Disease Initiative (ADI), and Home Care for the Elderly (HCE). What then should be our "steps" in pursuing advocacy for increased funding for General Revenue aging programs?

Well, to begin with we need a basic understanding of how Florida's budget is formed in our state. Florida's Governor proposes a budget before the start of the legislative session. The Governor's office has a policy staff providing input to the Governor. As one of our local Escambia County representatives noted, it is helpful if you can have the Governor "on board" in terms of advocating for your issue." In this case, a budget increase in funding for aging services.

This can get complicated as most departments of state government (executive branches) provide input to the Governor on their respective department budgets and it is not always easy for aging advocates to get a hearing before the Governor's policy staff, or the Governor. But thanks to our state legislative advocacy initiative through Florida Council on Aging and our legislative lobbyist, Robert Beck with Pinpoint Results, we have in the past been able to present our case to the Governor's budget staff.

Still, all budgets ultimately must be approved by the legislature and signed by the Governor. How to start? When thinking about legislative advocacy, it is a good idea to remember the saying, "think globally, but act locally." In other words, if we are pursuing a state policy/budget issue, we should start in our local communities with our local state representatives.

Continued on Page 4



Continued from Page 3

First, know who your legislators are that cover your service area. It never ceases to amaze me when someone does not know the members of their local legislative delegation. Talk about “low information voters!”

Then pick up the phone, call your legislator’s local office, and request that they meet with you, ideally in your office or center. You need to be upfront and tell them the purpose of the meeting is to explain your programs and services and the impact they have on the state budget and what we are requesting of them. If possible, have an agency client, constituent or volunteer present.

Again, let them know the names of who will be present and, if possible and time permitting, arrange a tour of an agency service, such as your senior center or day care center. Most legislators appreciate that and, in fact, it is not at all uncommon for them to meet some program participant/s they know!

When meeting with legislators, you should always have some information for them---even if they will not review it themselves, you can be sure their staff will.

These handouts should include a summary of the following:

- Brief overview of your agency (include those “value added” services you provide but do not receive funding for)
- Your agency budget summary that details expenses and revenue (federal, state, local donations, etc.)
- A breakdown of elders in YOUR area
- A breakdown of waiting list in YOUR area
- A list of your agency board of directors
- What funding is used for
- Outcome measures
- A success story



This seems like a lot, but again, it should be in a summary form and most legislators will want to know how much money you get from the state, what you use it for, who is on your board of directors (they most likely will know some of those people), and what are some success stories. And, of course, you will not be going through each item, but it is available to them for their review.

Above all, stress that you/we are about promoting independent living for elders and saving the state money by helping to slow the rate of growth of the Medicaid budget.

Continued on Page 5

Continued from Page 4

I would also recommend that you stress your commitment to being “good stewards” of the taxpayers and donors’ money. Several years ago, our agency became a Better Business Bureau (BBB) Accredited Charity, having met all 20 of the BBB Standards for Charity Accountability based on a review of information and materials provided by the organization. I am not saying to become an accredited charity, but I believe it is another step in giving credibility to your agency and its causes. Also encourage your legislator to refer any of their elder constituents facing eldercare challenges to your agency. And

finally, don’t forget to send them a thank you note.

Another step in the local advocacy process is to speak to the members of the entire legislative delegation during their local community hearings. While this is a more formal setting with a time limit on discussion, it is another avenue for getting the message about our funding request before our local legislators and the public.

Locally, we have begun this year to also meet with those individuals who are “running” for open seats in the legislature. We are letting them know who we are,

what we do, and what our goals are this session. We recognize that they cannot vote on those issues; however, it is an opportunity to help them learn about aging services—and, after all, one of them will win the election!

Finally, I would encourage each of you, if you are able to do so, to contribute to legislators when requested to do so by our legislative lobbyist. I know this is a touchy subject, but I believe we should support those legislators who are favorable to our cause. To me this is common sense.

How to Contact Your Elected Officials



[Find your Florida House Member](#)

[Find your Florida Senator](#)

Learn how to get in touch with your federal, state, and local elected leaders. [HERE](#)



Continued on Page 7



Continued from Page 6

Commit to educating yourself to become better informed on the topic of discussion. Explore internal barriers that may be keeping you from reaching out or moving out of your comfort zone.

You may be asking yourself, *"How can I foster my individual growth?" "How do I get started?"* You might want to begin on your own. Is there someone you have known for a while and would like to get to know better? Invite the person to lunch or dinner. Explain that you want to get to know him/her better. Ask questions. Be prepared to listen and learn. Look for local groups

that might be involved with issues you are interested in learning more about. Commit to going to one or two meetings. You might be surprised at what you might learn. Read – educating yourself is a great first step!

Once you have committed to learning more, the next step will be to utilize what you have learned to make a difference. You must be willing to challenge yourself and others. When you notice that someone is not being treated fairly or is being excluded, speak up! This may be as simple as noticing that someone has been waiting in line for a while and is not being served.

However, someone else walks up and is served right away. This is a great opportunity to speak up!

Remember: becoming involved and becoming more sensitive to others' experiences does not have to be a giant leap, it can be as simple as having an authentic conversation with someone you might have known for years. Don't worry excessively about making mistakes. Mistakes will occur. Apologize, listen, educate yourself and move on. Are you ready to take the first step?



[Photo Gallery of Florida Senior Day](#)



[Florida Senior Day—Town Hall Meeting](#)



FASP Board members recently met in Tallahassee.

While here, they participated in Senior Day, and visited Legislators during their stay.

Making Your Organization Attractive to Donors

*Josh Newby, Marketing/Communications Director
Council on Aging of West Florida*

Financial grants for special grants come and go, and government funding can be unreliable and inconsistent, but with proper execution, private donors and sponsorships can last forever. More than ever, businesses want to invest in their communities and be perceived by customers and shareholders as philanthropic and socially responsible. Individuals want causes they can believe in and people they can trust. And guess what? You're going to give them a chance to do all that, while growing their bottom line and making them feel good.

The first key is to realize and understand that donations and sponsorships are the product of relationships. An individual donor is passionate about your mission, has been impacted by your organization in some way or feels they may one day need the services you offer. Providing a success story that shows their dollars at work can be incredibly meaningful. By the same token, corporations

are seeking a mutually beneficial relationship with their sponsored non-profits. A simple thank you is not enough; invite their employees to volunteer, offer to give their leadership a tour of your facilities, give them a token of appreciation signed by your clients. All of these gestures provide photo opportunities that can be shared with your audience, which will cast the corporation in a positive light.

If you are effective at raising awareness about all the good you do in the community—through social media, area events, client testimonials, and news coverage—individual donors will come. Consider a mailing campaign, speaking at local churches and civic functions, or taking part in community expos and health fairs to make your initial connection.

You may also want to look at your current, most consistent donors and build a donor profile of them. What is their age, location, role in the community,

etc.? Call them and ask why they first started giving to you. Before too long, you'll have a general outline of what your average donor looks like. Maybe they are 50 to 70-years-old, are fairly well-to-do, and live in your city's historic, upper-middle-class neighborhoods. Great! Access local census and demographic information to find people just like that who are not already giving to you. You will likely have thousands of names on a potential donor list by the time you are done.



Continued on Page 9

Continued from Page 8

After attending health fairs and networking events in these areas, and maybe launching a targeted social media or mail campaign, you may get two or three percent of those individuals who now give to you on a regular basis.

Send them personalized thank you letters and invite them to volunteer or otherwise engage with you and/or your clients. If they give money, they care about the cause. Show them that you appreciate them, not just for their money.



For corporate sponsorship, you will likely need an “in.” Are any members of the potential sponsors active in your professional circles? Ask members of your board for any recommendations they have. If you find yourself consistently coming

up short on contacts, it may be time to attend business after hours events or similar networking opportunities. Once you have your “in,” you’ll want to wow them either in a meeting or over the phone with a preset list of deliverables you are willing to offer them as a sponsor. Will you include them in agency communication and on agency collateral? Give them a shoutout at events or on social media?

If they say, “no,” don’t fret. Ask for feedback regarding what they are looking for in a non-profit partner. It will help you fine-tune your pitch. Until you build up a solid reputation as *the* charity corporations want to assist, you may get one yes for every five or 10 nos. Don’t give up!

When it finally happens, when you finally hook your first big \$10,000 or \$20,000 corporate sponsor, you’re going to want to retain that relationship. As a general rule, it takes about 10 times as much time and resources to recruit a new donor as it does to retain an old one,

so make sure you follow through on the deliverables you promised, show them their dollars at work with thank you letters a couple times a year, and attend any functions or celebrations they invite you to. Remember: you are a partner with them now, in every sense of the word. You should demonstrate an investment in the company’s wellbeing just as they invested dollars in you.





By Elissa Moran

A friend of mine is a member of the 'Sandwich Generation', caring for busy teenage children and needy, aging parents at the same time. I've watched her juggle those demanding responsibilities for a while now, as she tries to find ways to satisfy needs and simplify life while keeping everyone happy.

A few weeks ago she was feeling pretty pleased about having put her parents on the family cell phone plan, gifting each of them a new smart phone so they could stay in touch with the grandchildren via text message, and email. This is actually pretty common nowadays, as folks abandon landline phone service for more versatile and portable cell phone service. For her family, it seemed like a great idea, as her parents like to stay involved in their grandchildren's lives. She was eagerly looking forward to improved communications between all the family members.

Imagine my surprise when during a recent lunch she expressed visible disappointment when I asked how the new phone thing was going. Turns out that although the parents had mastered text messaging, phone calls were presenting a bigger challenge. Her folks could not hear conversations clearly on their new cell phones, so they basically stopped taking phone calls. This was causing frustration for everyone.

Luckily, I knew of a solution- a free phone amplifier from Florida Telecommunications Relay Inc. (FTRI). FTRI is a nonprofit agency that was established in 1991 to administer Florida's free amplified phone distribution program. Through a simple application process, her folks could each receive a Bluetooth telephone device that would provide clear, hearing aid compatible amplification of up to 40 dB. I assured her that no invasive questions regarding income or insurance would be asked, applicants simply need to have a certified hearing loss, which her folks clearly did since they each wore hearing aids. If they wanted to send their application forms along with copies of their audiograms, so they never even had to leave the house, they could do that too. I let her know the application process could even be started online at ftri.org/free, or she could call **800-222-3448** for more info such as requesting application forms, location of the regional distribution center nearest to her parents, how to 'certify' a hearing loss, Florida residency requirements, and so on. I'll be checking in with her in a couple of weeks to see how things are going, confident that her folks will once again be taking those phone calls from her family, and loving every minute of them.



FREE PHONE!
for those with
hearing loss

Florida
Telecommunications
FTRI Relay, Inc.

Alto™

XLC2™

**NEW PRODUCT
XLC3.4™**

- 50dB of amplification
- Caller ID screen
- Loud and clear speakerphone
- ClarityLogic™ customer support



FASP is on Facebook—Are You?

Do you or does your organization have a Facebook or Twitter account?

We would love to “like” “Friend” and/or “follow” you too.

FASP - Florida Association of Aging Services Providers [Facebook](#) page

FASP - Florida Association of Aging Services Providers [Twitter](#)

DOEA - Florida Department of Elder Affairs [Facebook](#) page

FCOA - Florida Council on Aging [Facebook](#) page

FCOA - Florida Council on Aging [Twitter](#)



follow us on
twitter

Resources

Moving and relocating your home can be one of the most stressful life experiences you'll face. Moving can bring logistical challenges, the financial burden of unexpected costs, and sentimental sadness associated with saying goodbye the place you've called home for years. For seniors and individuals living with a disability, the stress of moving can be complicated by the physical challenges of packing heavy boxes and moving furniture and learning to adapt to a new, unfamiliar environment. If you or a loved one will be moving, this guide has been designed to help educate seniors, disabled adults, and/or their loved ones and provide the helpful information necessary to plan and execute a safe, well-organized, and stress-free move.



<http://www.sparefoot.com/self-storage/blog/19898-moving-advice-for-seniors-and-people-with-disabilities/>

Upcoming Events

**Florida Conference
on Aging 2018**

<http://fcoa.org/Conference>

Marriott Waterside, Tampa, FL • August 13–15, 2018



Past Sponsors



www.friendshipcenters.org



www.marionseniorservices.org/



Hillsborough County
Florida

<https://www.hillsboroughcounty.org/en/government/departments/aging>



<http://agingtrue.org/>



<http://caresfl.org/>



Real Possibilities

<http://www.aarp.org>



Washington County Council on Aging

<https://www.washcocoa.org/>



<http://www.volencenter.com>



<http://www.coawfla.org/>



www.newvisioneyecenter.com



<http://www.seniorresourcealliance.org/>



<http://www.goldenyearsnews.com/>