

Virginia Center on Aging Annual Update 2025



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Gerontology and the Virginia Center on Aging

Welcome



Tracey Gendron, PhD
Executive Director,
Virginia Center on Aging



Kiersten Ware, MS
Deputy Commissioner for Aging,
Virginia Department for Aging and Rehabilitative Services



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WE ARE THE UNCOMMON.

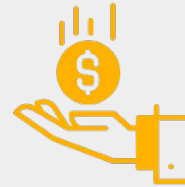
Here is what “communication” means to you



Trends we are seeing



**Housing insecurity
and homelessness**



Financial strain



**Social isolation and
loneliness**



**Access to service and
healthcare**



Workforce challenges



Gerontology and the Virginia Center on Aging

Our Vision

A national leader working collaboratively to advance age-inclusive practices and longevity equity to benefit all of us as we grow old.

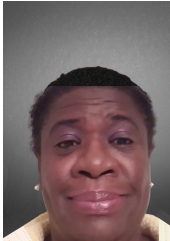
Our Mission

Through exceptional education, partnerships, advocacy, and research, we work to create a Virginia where older adults, communities, and professionals can thrive.

The Virginia Center on Aging and VCU Gerontology Team



The Virginia Center on Aging Advisory Committee





**Thank you to the
General Assembly for
your continued support.**

Photo Credit:
Charlotte Rene Woods,
Times-Dispatch



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Thank you to our funders.



January 22, 2025

VCoA Annual Update

Kiersten Ware, Deputy
Commissioner Department for
Aging & Rehabilitative Services



DARS

VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES

DIVISION FOR AGING SERVICES

What a Year!

- Restructured Division
- Connecting with AAAs
- Increased Communications
- Highlights
 - Program Successes
 - Tribal Collaboration
 - Older Americans Act Final Rule & Reauthorization
 - Advisory Boards



Programs

- Farm Market Fresh
 - \$777,700 redeemed vouchers
 - 19% increase
 - Online application & electronic redemption
- Virginia Lifespan Respite Program
 - 687 applications received
 - \$223,850 reimbursed to Caregivers



Tribal Collaboration

- Convening April 2024
- Post-Convening Actions
 - Resource & information sharing
 - Attending to learn
- AAA Engagement
 - Building relations, visiting Tribes, events,
 - Nutrition supports
 - Board and Advisory Council representation



OAA Final Rule

- Went Into Effect March 15, 2024
- Compliance Deadline Oct 1, 2025
- DARS New Regs Team Gap Analysis & Implementation
- AAA Input Sessions Monthly
- State Plan for Aging Services Amendment
- APS Final Rule



OAA Reauthorization

- Act Status on Reauthorization
- Level Funding for Aging Services through March 14, 2025
- MIPPA through March 31, 2025
- White House Conference on Aging



Advisory Boards

- ADRDC
 - Dementia State Plan & Implementation Plan
 - 6th Goal Added
 - BOLD grant activities
- CCOA
 - New Executive Director & Members
 - GTE Grant
 - Best Practices
 - Legislative Recommendations



VIRGINIA CENTER ON AGING ANNUAL UPDATE 2025 JANUARY 22, 2025

CARLA HESSELTINE



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Connection Communication Collaboration



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WE ARE THE UNCOMMON.

Connections



Presenter

Gigi Amateau, PhD

Assistant Professor, VCU Gerontology

Director of the Person-Centered, Trauma-Informed
Care Lab and a VCU Humanities Lab

Health Equity Faculty Fellow

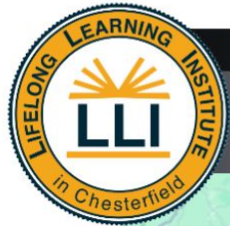


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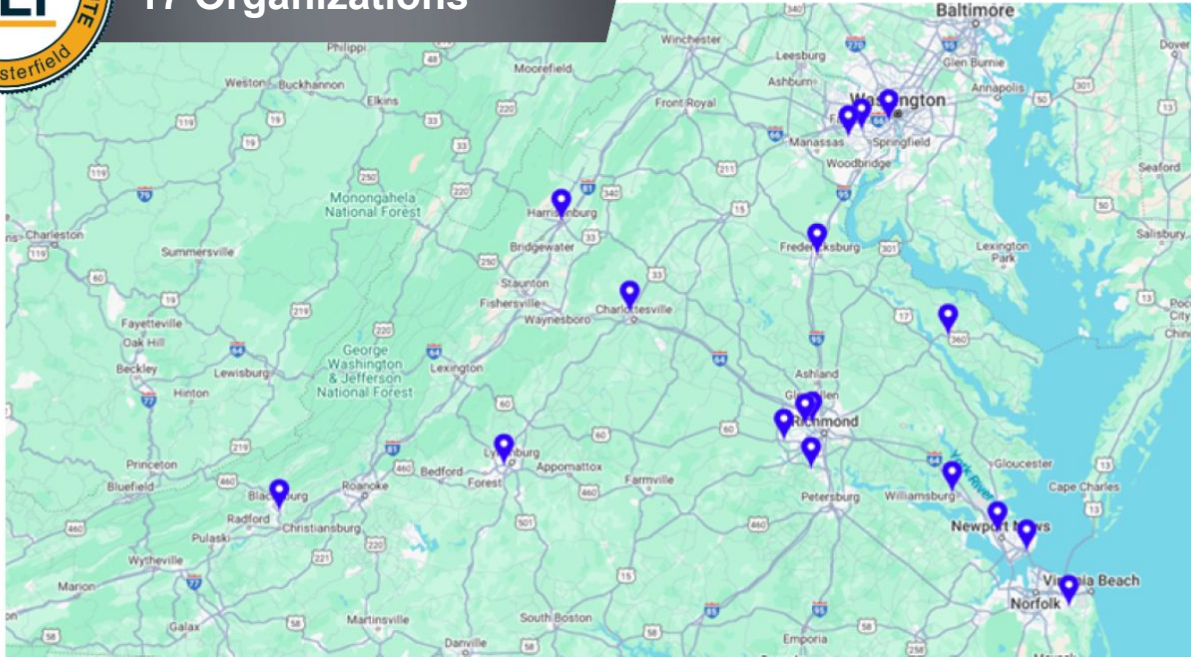
Gerontology and the Virginia Center on Aging

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Lifelong Learning Institute in Chesterfield



17 Organizations

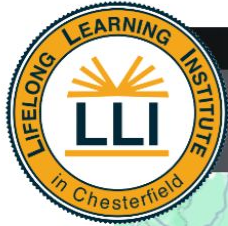


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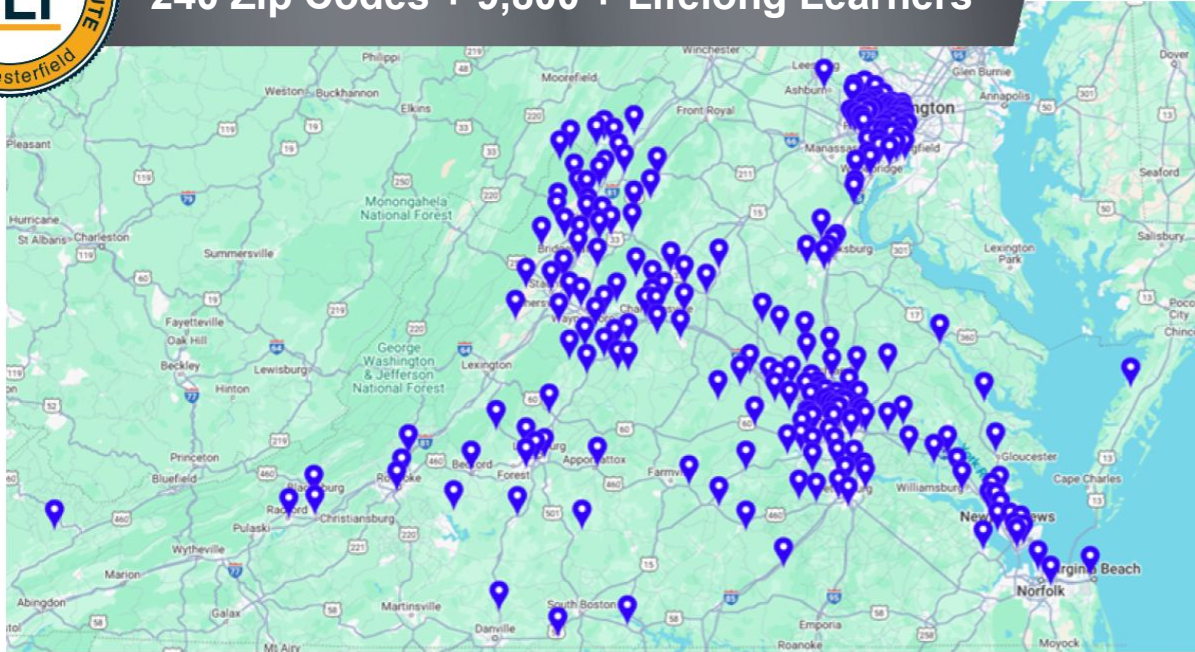


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Lifelong Learning Institute in Chesterfield



240 Zip Codes + 9,800 + Lifelong Learners



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Lifelong Learning Institute in Chesterfield



3,000 + Courses

Popular Courses include:

- America, Land of Immigrants
- Architecture
- The African-American Experience
- Election Analysis
- Holocaust Narratives
- Technology Hot Spots
- 1939: Hollywood's Golden Year



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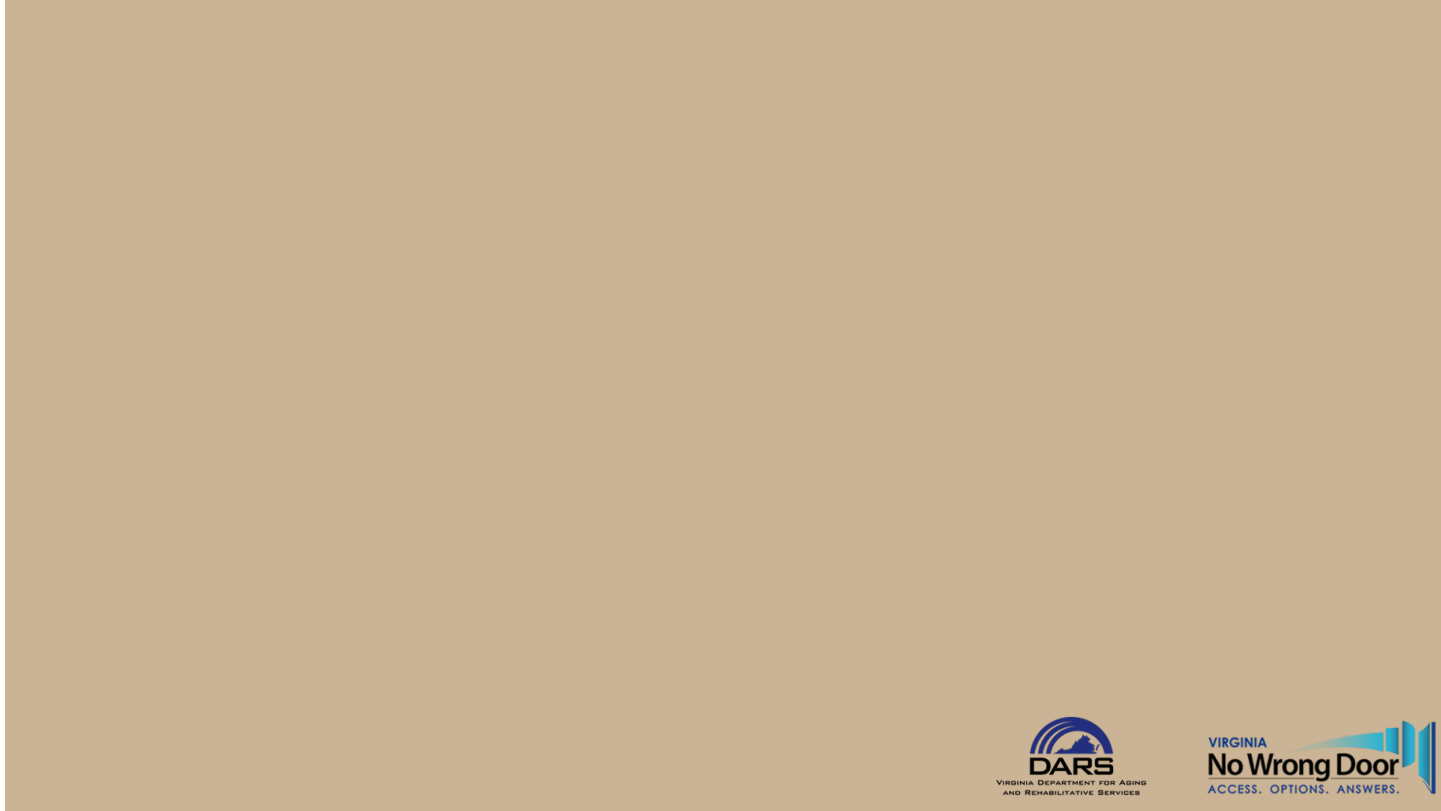
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The Safety Connector

The image shows a laptop displaying the Virginia No Wrong Door website. The desktop view features a navigation bar with 'Service Finder', 'Success Stories', 'What's New', and 'Focus Areas'. A grid of 12 service categories is visible, each with an icon and text: Caregivers & In-home services, Community Support & Recreation, Crisis Support, Legal Services, Disability Services, Financial Assistance, Employment and Education, Food, Health and Wellness, Housing, Medicare, Medicaid, & Insurance, Mental Health, and Transportation. A 'LIVE CHAT 211' button is in the bottom right. A smartphone overlay on the right shows the mobile version of the site with a 'Find a Commonwealth Resource' search bar and a list of the same service categories. The background includes a 'WELCOME TO VIRGINIA EASY ACCESS' banner and a 'SERVICE FINDER' section with the text: 'Get help with housing, in-home services, transportation programs and more.' and a 'Service Finder' button.



The Safety Connector



The Safety Connector: Google Ads

Search Engine Digital Marketing Campaigns *connect us to people already searching for help.*

In **just seven months**, this highly successful campaign resulted in...

- 50,000 clicks
- 572,000 views



Greater Richmond Elder Justice Shelter Initiative



We're establishing an innovative elder justice shelter model serving the greater Richmond region. This will include strategies for emergency and transitional housing and wrap-around services for older adults and adults with disabilities who have experienced abuse, neglect, and exploitation.



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\$5M grant renewal to help address the emerging health needs of older adults



Communication



Presenter
Catherine MacDonald
Director of Community Engagement and Outreach

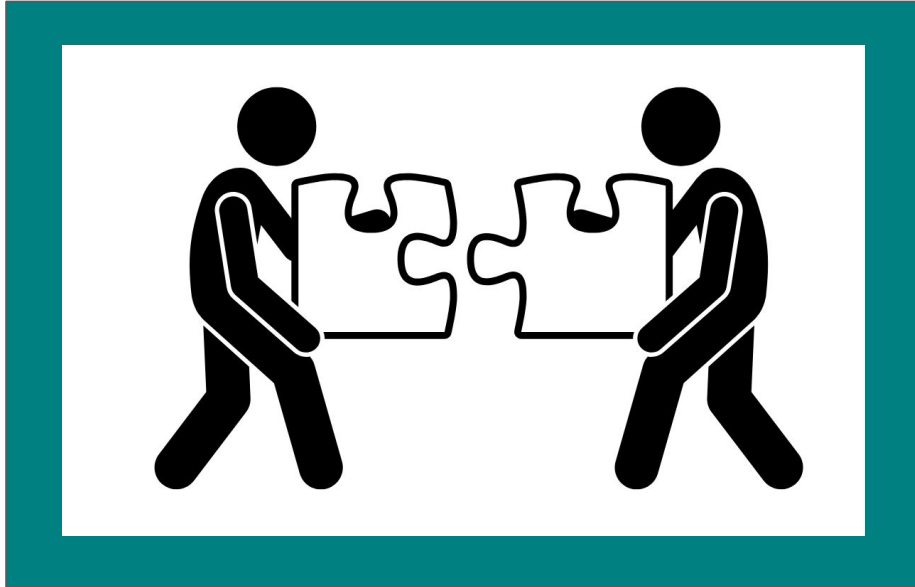


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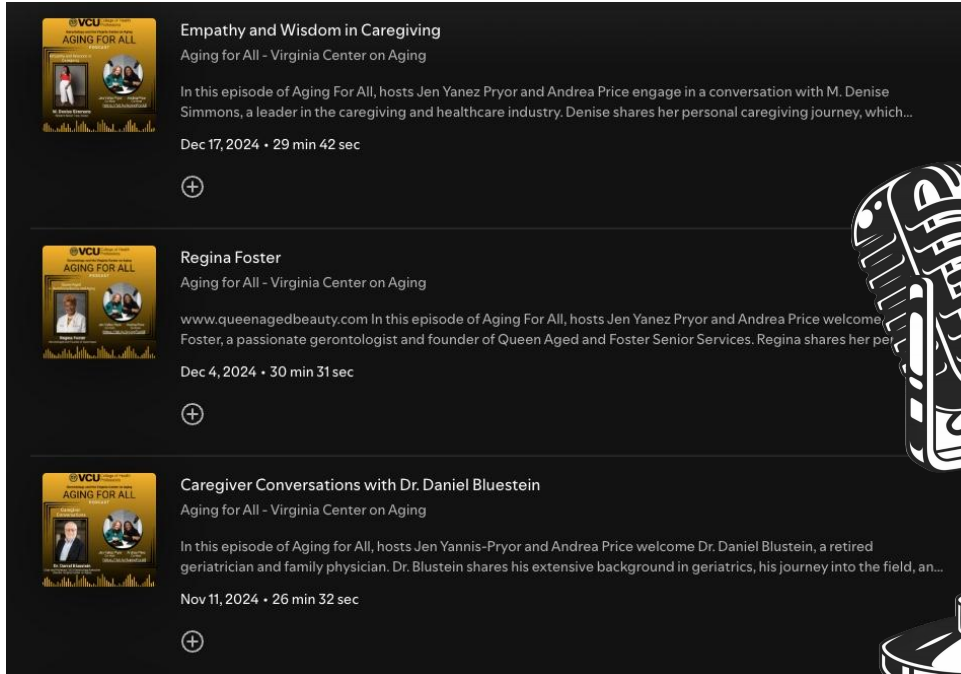
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Integration with VCU Gerontology



**20 Research
Publications**

Aging for All Podcast



Empathy and Wisdom in Caregiving
Aging for All - Virginia Center on Aging
In this episode of Aging For All, hosts Jen Yanez Pryor and Andrea Price engage in a conversation with M. Denise Simmons, a leader in the caregiving and healthcare industry. Denise shares her personal caregiving journey, which...
Dec 17, 2024 • 29 min 42 sec

Regina Foster
Aging for All - Virginia Center on Aging
www.queenagedbeauty.com In this episode of Aging For All, hosts Jen Yanez Pryor and Andrea Price welcome Regina Foster, a passionate gerontologist and founder of Queen Aged and Foster Senior Services. Regina shares her pe...
Dec 4, 2024 • 30 min 31 sec

Caregiver Conversations with Dr. Daniel Blustein
Aging for All - Virginia Center on Aging
In this episode of Aging for All, hosts Jen Yannis-Pryor and Andrea Price welcome Dr. Daniel Blustein, a retired geriatrician and family physician. Dr. Blustein shares his extensive background in geriatrics, his journey into the field, an...
Nov 11, 2024 • 26 min 32 sec



AGING FOR ALL

- Listeners from **15 countries**
- Over **1,000 streams**
- **15 episodes produced in 2024**

My Age, My Power: Ageism Awareness Day Campaign



In collaboration with DARS and the ASA, we crafted and disseminated an Ageism Awareness Day.

“My Age, My Power” focused on sharing positive stories of empowerment from people of all ages and educational content to highlight the importance of disrupting ageism.

Quick Stats:

- **4,053 people** were reached through this campaign
- **45 social media posts** were shared across several platforms

RRF Expanding Age Advocacy

Old School and VCU
are Expanding Age
Advocacy



Old School
A hub for age
equity + ageism
awareness



RRF

Foundation
for Aging



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Issue & Research Briefs

ISSUE BRIEF
Experiencing Homelessness in Late Adulthood
Alarming trends and what is causing this crisis

A RAPIDLY GROWING ISSUE
Older adults are the fastest-growing group of those experiencing homelessness, composing nearly half of the homeless population (Kushel, 2022) and their numbers are increasing.

Trends and Causes

WHY IS THIS HAPPENING?
The number of older adults living in poverty is increasing (U.S. Census, 2021) due in part to the aging of the United States population overall, coupled with the growing affordable housing crisis (Kusurad et al., 2021). Older adults are increasingly likely to be housing cost-burdened (i.e., housing costs require more than 30 percent of household income) and severely housing cost-burdened (i.e., housing costs require more than 50 percent of household income). Fixed incomes are often insufficient to cover all of an older adult's expenses, especially housing expenses. This leaves many older adults especially vulnerable to homelessness (Sermons & Henry, 2010).

Addressing homelessness of older adults is a matter of basic human dignity.

ISSUE BRIEF
Experiencing Homelessness in Late Adulthood
Strategies for service providers to address this crisis

A RAPIDLY GROWING ISSUE
Older adults are the fastest-growing group of those experiencing homelessness, composing nearly half of the homeless population (Kushel, 2022) and their numbers are increasing.

Strategies for Service Providers

DOCUMENTATION
Better documentation of older adults' needs is critical to ensuring they receive the services and supports they need to live safely and with dignity.

TRAINING
Training for case managers and other service providers is essential to ensuring that older adults receive the services and supports they need to live safely and with dignity.

ISSUE BRIEF
Experiencing Homelessness in Late Adulthood
Strategies for policy makers to address this crisis

A RAPIDLY GROWING ISSUE
Older adults are the fastest-growing group of those experiencing homelessness, composing nearly half of the homeless population (Kushel, 2022) and their numbers are increasing.

Strategies for Policy Makers

WHY IS THIS IMPORTANT?
Older adults are the fastest-growing group of those experiencing homelessness, composing nearly half of the homeless population (Kushel, 2022) and their numbers are increasing. Addressing homelessness among older adults is a matter of basic human dignity. Please see our additional brief about strategies for policy makers.

ISSUE BRIEF
Small Household Model
The opportunity to design a new model of living for those needing skilled care

HOW DO WE GET THERE?

WHY IS THIS IMPORTANT?
Besides its quality of care and life advantages, the small household model has a central focus on person-centered care rooted in freedom of choice and autonomy. We have come to accept the traditional nursing home as the default option, however, it is essential to explore new models and opportunities that meet the needs of a diverse population of older people.

QR Code

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Home is Everything

- 2,300 Americans were centenarians in 1950
- That number has risen to 100,000
- The number of centenarians is projected to quadruple to 422,000 by 2054
(Pew Research Center)

We asked: **What does home mean to you?**

“

Ms. Francis, 103: Being home with my children.
Comfortable – it's being *home*. Home is Richmond.



Ms. Browder Snelling, 101: A place where you're accepted.

”



Home is Everything



“

Ms. Wheeler, 102: Home is something you can call your own. It's yours.

Mr. White, 101: Home, that's my center of the world.

Ms. Stanton, 101: A place we can always go to and feel comfortable in and be happy in.

”



Collaboration



Presenter
Shannon Arnette
Research Analyst



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Gerontology and the Virginia Center on Aging

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Geriatric Training and Education (GTE) Initiative



Alzheimer's and Related Diseases Research Award Fund (ARDRAF)



Virginia Memory Project

A Registry with a Heart Collecting Data and Connecting Services



Virginia Memory Project is Added to the Code of Virginia

VIRGINIA ACTS OF ASSEMBLY -- 2024 SESSION

CHAPTER 330

An Act to amend the Code of Virginia by adding a section numbered 23.1-2311.1, relating to Virginia Center on Aging; Virginia Memory Project established.

Approved April 2, 2024

[H 1455]

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding a section numbered 23.1-2311.1 as follows:

§ 23.1-2311.1. *Virginia Center on Aging; Virginia Memory Project.*

- A. There is established within the Virginia Center on Aging the Virginia Memory Project.
- B. The purpose of the Virginia Memory Project shall be to collect and analyze data on Alzheimer's disease, related dementias, and other neurodegenerative disorders in the Commonwealth, provide responsive assistance to individuals with Alzheimer's disease, related dementias, and other neurodegenerative disorders by connecting them with relevant service providers, and assist in the development of public policy and planning relative to Alzheimer's disease, related dementias, and other neurodegenerative disorders. The Virginia Memory Project shall provide and maintain a central database of individuals with Alzheimer's disease, related dementias, or other neurodegenerative disorders.
- C. The executive director of the Virginia Center on Aging shall also direct the Virginia Memory Project. The executive director shall establish provisions for:
1. The collection and evaluation of data regarding the prevalence of Alzheimer's disease and related disorders in the Commonwealth, including who shall report the data to the central database;
 2. The determination of what information shall be maintained in the central database and the length of time such data shall be available;
 3. The process for sharing data for policy planning purposes;
 4. The process for disclosing nonidentifying data to support research on Alzheimer's disease and related disorders;
 5. The methodology by which families and physicians of persons who are reported to the central database shall be contacted to gather additional data; and
 6. The provision of information to families and physicians about public and private resources.
- D. The collected data in the Virginia Memory Project shall be confidential, and all persons to whom the data in the Virginia Memory Project is released shall maintain patient confidentiality. No publication of information shall be made that identifies any patient by name.
2. That the provisions of this act shall become effective on January 1, 2025.



VIRGINIA MEMORY PROJECT

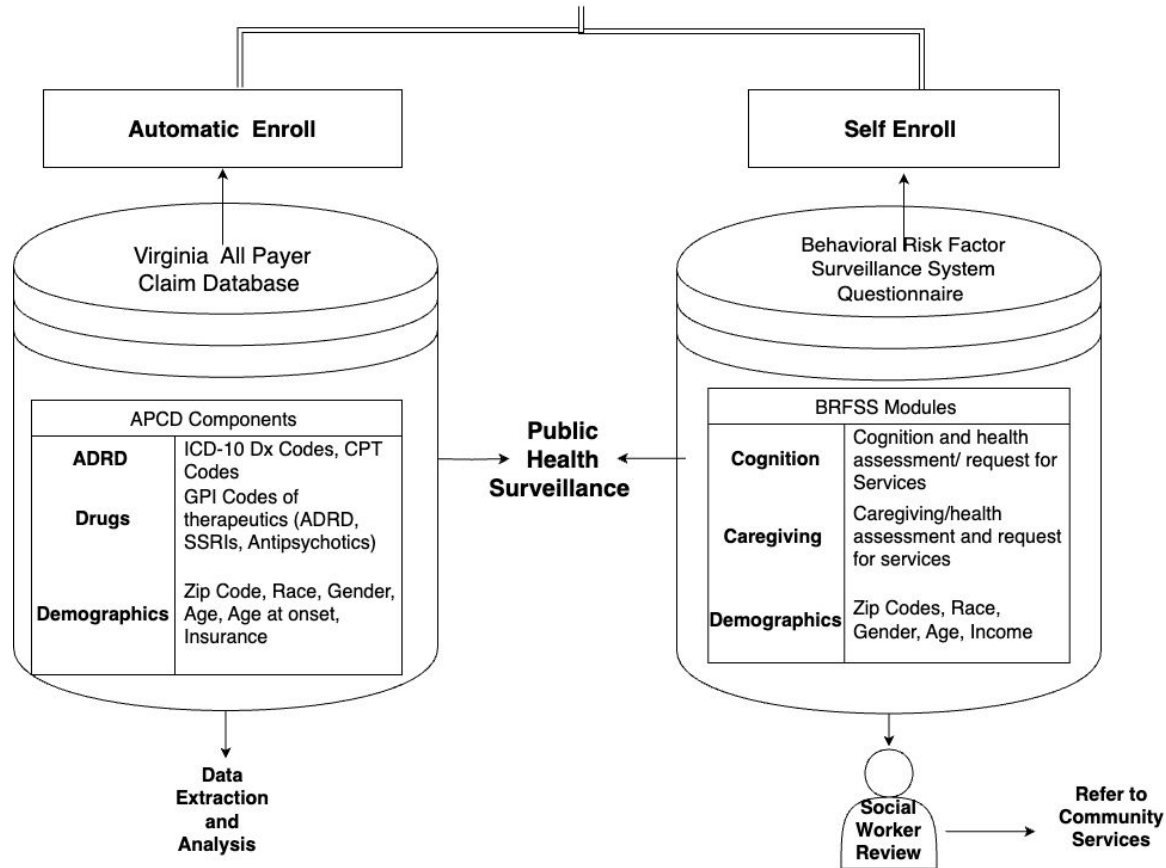


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Virginia Memory Project



Trauma-Informed Care Toolkit

How to Use This Toolkit

Trauma-Informed Care

Resident Wellness

Workforce Wellness

Organizational Wellness

Toward Healing

Trauma-Informed Care Toolkit

Welcome to the Trauma-Informed Care Toolkit, a comprehensive resource designed to **empower nursing homes in fostering well-being and resilience** among residents and staff. Crafted through the collaborative efforts of numerous individuals and organizations, our toolkit is dedicated to assisting nursing facility administrators and their teams on their path towards delivering person-centered, trauma-informed care.

Embracing the understanding that a trauma-informed approach acknowledges the importance of having a complete picture of a resident's life situation – past and present – we strive to provide effective health care services with a healing orientation. Join us as we elevate the standard of care and cultivate environments that prioritize the holistic needs of all involved.

[Learn More About the Toolkit](#)



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A Call to Action



Tracey Gendron, PhD
Executive Director,
Virginia Center on Aging



VCU College of Health
Professions

Gerontology and the Virginia Center on Aging

WE ARE THE UNCOMMON.

Commonwealth of Virginia
ARDRAF
Alzheimer's and Related Diseases Research Award Fund

Letters of Intent:

Were due **December 1, 2024**

Applications:

Due **March 1, 2024**

VCU College of Health Professions
Gerontology and the Virginia Center on Aging

Commonwealth of Virginia
Alzheimer's and Related Diseases Research Award Fund

In 1982, the Commonwealth of Virginia established the Alzheimer's and Related Diseases Research Award Fund (ARDRAF) to encourage scientific research into:

- the underlying causes, epidemiology, diagnosis, or treatment of Alzheimer's and related diseases
- policies, programs, and financing for care and support of those affected by Alzheimer's and related diseases
- the social and psychological impacts of Alzheimer's and related diseases upon the individual, family, and community

Funding: Four awards of up to \$75,000 will be granted.

Eligibility: Applicants must be affiliated with colleges or universities, research institutes, or other not-for-profit organizations located in Virginia.

Timeline:

- **By Dec. 1, 2024, prospective applicants are required to submit a non-binding letter of intent (LOI).** Potential applicants will be contacted if LOIs are deemed inappropriate.
- **Applications are due by 5pm on March 1, 2025.** After approval of their LOI, applicants will be emailed a link to submit their full application.
- **Announcement of Awards:** Awardees will be announced by June 20, 2025.
- **Funding Period:** Begins July 1, 2025 and ends June 30, 2026.

Scan the QR code or visit <https://vcoa.chp.vcu.edu/grant/ardraf/> for more information and to apply.



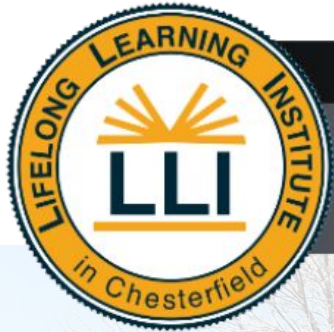


VIRGINIA MEMORY PROJECT

Join the Registry
Get news updates
Download the VMP Media Kit



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Join Us!

**Check out our Spring Catalog and
Choose from over 3,000 Courses**



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Virginia HEAR Free Online Course and Digital Badge

COMING SOON



age *in action*

Quarterly publication with a distribution list of nearly 10,000.

To share a program or research with professionals across Virginia, send your content to the **editor Eddie Boxley** at boxleyek@vcu.edu



The Virginia Center on Aging and VCU Gerontology Team

