

**Northwest Senior Services Board**  
**July 11, 2023**  
**1:00 pm – 3:30 pm**  
**Hybrid Meeting**

**In-Person**

***Mount Vernon NWRC Office***  
301 Valley Mall Way, Suite 100  
Mount Vernon, WA  
(360) 676-6749

[Join Zoom Meeting](#)

Meeting ID: 814 4973 0953  
Passcode: 522849  
One tap mobile  
+12532158782, 81449730953# US (Tacoma)

**AGENDA**

<b>Agenda Topic</b>	<b>Action Required</b>	<b>Time</b>
<b>1. Call to Order</b> Barbara Pesola, Chair <ul style="list-style-type: none"><li>• Introduction of guests</li><li>• Roll call</li><li>• Review of May minutes</li><li>• Announcements</li><li>• Public Comment</li></ul>	<b>Motion</b>	<b>1:00 pm – 1:05 pm</b>
<b>2. Executive Director Updates</b> <ul style="list-style-type: none"><li>• Agency Updates – Review</li></ul>	<b>Information</b>	<b>1:05 pm – 1:15 pm</b>
<b>3. WA CARES</b>	<b>Discussion</b>	<b>1:15 pm – 1:45 pm</b>
<b>4. Educational Interest Survey</b>	<b>Discussion</b>	<b>1:45 pm – 2:00 pm</b>
<b>5. Break</b>		<b>2:00 pm – 2:15 pm</b>
<b>6. Strategic Planning 2024-2027</b>	<b>Discussion</b>	<b>2:15 pm – 2:45 pm</b>
<b>7. Bylaws - Sub-committee Review</b>	<b>Discussion</b>	<b>2:45 pm – 2:55 pm</b>
<b>4. State Council on Aging Update (SCOA)</b>	<b>Information</b>	<b>2:55 pm – 3:05 pm</b>
<b>5. Updates from our Communities</b>	<b>Information</b>	<b>3:05 pm – 3:30 pm</b>
<b>6. Adjourn</b>	<b>Motion</b>	

*Anyone needing special accommodations to participate in a meeting should contact NWRC at least 48 hours in advance of the scheduled meeting.*

For more information, please contact the NWRC office at (360) 676-6749  
600 Lakeway Drive, Bellingham, WA 98225.

### Components of **NWRC** WA Cares Outreach Strategy

Strategy	Audience	Channels/Tactics	Metrics	Timeline
Distribute WA Cares material in press releases and social media campaigns beginning	Younger workers, near retirement workers, etc.	Use press releases, Facebook and other social media in coordination with WA Cares Team  Keep NWRC website updated with information on WA Cares  Explore opportunities for free public service announcements in key markets	4 Press releases  2 social media posts/virtual events a month  1 new post each month on NWRC website	August 2023 – July 2024,
Raise community awareness by engaging and educating community partners	large employers, caregivers, employment support services, etc.	Expand current outreach activities to include WA Cares educational materials and presentations	10 community events	August 2023 – July 2024
Train & equip NWRC outreach staff including Outreach Specialist, Aging & Disability Resources, Tribal & Dementia Program Specialists on WA Cares benefit	Older adults, people with disabilities, and family caregivers and their friends and family members	Utilize WA Cares education materials and resource materials to educate staff to provide community education	2 training sessions  Provide updates monthly or as needed	August 2023 – July 2024
Train all hospital care coordinators to present on the WA Cares benefit	Hospital staff, patients, and their caregivers	Utilize WA Cares education materials and resource materials to educate staff to provide community education	2 training sessions  Provide updates monthly or as needed	September 2023

Engage NWRC governing board and advisory council about the benefit and encourage them to share provided materials in their local communities	NWRC Governing Board and Advisory Council	Utilize WA Cares education materials and resource materials to educate Governing and advisory board. They will be encouraged to reach out to local associations and community organizations to find opportunities to raise awareness of WA Cares benefit.	1 education and training session for each board. (2 total)	April 2024
Material dissemination	Region wide	Provide posters and printed information (developed by WA Cares/AARP) at events region wide	60 locations region wide (4 counties including Whatcom, Skagit, Island and San Juan)	August 2023- July 2024
Engage and educate community partners across the region	Aging, disability, human, and social services network providers and allies/employers	Share program information and provide Q&A opportunities in service area	30 engagement events	August 2023 - 2024

## **Northwest Senior Services Board Meeting Minutes**

**May 9, 2023**

**Members Present and via Zoom or Telephonically:** Shirley Bennett, George Edward, Jana Finkbonner, Marshall Gartenlaub, Mary Kanter, Bob Monize, Barb Pesola, Mike Shaw, Georgiann Dustin, Jodi Sipes, Alberta Horn.

**Members Absent:** Doug Cornelsen, Wendy Gilbert, Denise Irey, Jennifer Lautenbach, Carl Bender, Stephen Shubert, Shirley Forslof.

**Staff Present:** Amanda McDade, Bethany Chamberlin, Darla Smith, Jeri Johansen

**Guest:** None

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### **Call to Order (Barb Pesola) at 1:00 PM**

#### **Review of March 14, 2023, Minutes:**

Motion put forward by the Board President, Barb Pesola to accept the minutes from the March 14, 2023, meeting. Motion was granted by Bob Monize and seconded by Jana Finkbonner. **Motion Passed.**

#### **Announcements:**

**None**

#### **Public Comment:**

**Marshall – US General Came out with report on Loneliness would like to discuss later.**

### **Executive Director Updates**

Amanda McDade provided an agency update including legislative updates. Health Homes program increase is noted for 26% (met the request) and \$2.4 million general fund increase for case management which will keep the case load at 1:75. We were funded with one other AAA for Dementia Support program. She provided an overview of the Annual Report, WA Cares, future growth, and strategic planning.

#### **WA Cares**

Amanda McDade requested feedback on the WA Cares website. How would the Board access benefits, if they had them. Concern raised about benefit amount as it is capped at \$36,500. It was noted at this time the tribes had elected to not participate in the program. The group questioned, what is the definition of long-term care, what is the term, how long. The program is client driven. The user gets to determine what service they want to use. There will be a self-report questionnaire to qualify for benefits. We are recommending that the State contract with us to work with users to connect them with services that they can elect to use their benefits on.

## **Strategic Planning**

Bethany Chamberlain reviewed the Strategic Plan process. The group went through the questionnaire.

### **1. LT Services & Supports**

The Board report that they have an understanding of LT services. There is concern for LT care services and the quality of care and who is the safety net. The political impact on LT care. The possibility of increasing ratio for case manager to client. The decreasing availability of care givers through decreasing population and/or decreased desire to serve as a caregiver.

### **2. Behavioral Health**

How would you access services? Concern about people who recognize they need services versus those who don't need. Concern about where people go when they need in-patient services. Stopped going into homes because of substance use and mental health issues that causes safety concerns.

### **3. Behavioral Health & Social Isolation**

Marshall reported that social isolation doubles the chances that you will die, 25% of heart attack or stroke. Georgiann reported that DSHS compiled a report about isolation and recommended the other Board members read the report. Mike let the group know that he worked with a group that volunteered to check on people that check in on rural community members. He suggested to reach out to students and connect them with the service. The fire department on Camano Island hired someone to go visit community members that frequently reached out to the fire department.

## **Bylaws**

Marshall reported that the sub-committee learned more about the bylaws at the first meeting. They wanted to better understand the roots of the by-laws, so they looked at the policies and procedures of the AAA's. There were concerns about what the Board Members are and the word "advisory". Some of the wording was confusing. They are continuing to look at the by-laws and will be meeting the 3<sup>rd</sup> Thursday of the month. Suggestions or comments on the bylaws can be passed on to Bethany.

## **State Council on Aging Update (SCOA)**

Started meeting in person again this month. Reviewing their By-laws as they were written 10 years ago. There is conversation about lobbyist versus volunteers. In August the WCOA will be at Day in the Park. Georgiann will forward information to Bethany.

**Adjourn:**

A motion was made to adjourn by Bob Monize and seconded by Marshall Gartenlaub. **Motion passed.**

**The meeting adjourned at 3:02 PM**

Jeri Johansen, Administrative Assistant/Reception

Reviewed and approved by the Northwest Senior Services Board at the July 11, 2023, meeting.

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Barbara Pesola, NWSSB Chair