



**Visioneering  
Older Adult Strategic Alliance  
December 19, 2006  
Meeting Notes**

**Attendees:** Joan Flynn, DeAnn Most, Rosa Molina, Tom Church, Beth Bower, Mary Corrigan, Sonni Rickerson, Vicki Hoelting, Catrina Butler, Colleen Parker, Nadine Reimer Penner, Kathy Hannemann, Michael Epp, Cathy Landwehr, Laurel Alkire, Judy Finnell, Betsy Gwin, Connie Rausch

**Leadership Team:** Annette Graham, Kathy Hannemann, Connie Rausch, Laurel Alkire, Sheree Reub

**Organizations Represented at Initial Meeting**

United Way  
Presbyterian Manor  
Harry Hynes Hospice  
Wichita Life Line  
CPAAA  
WSU-Gerontology  
Wesley Medical  
Sedgwick County Department on Aging  
Medical Service Bureau  
Wichita Eagle Active Life  
Catholic Care Center  
Harvey County Department on Aging  
Butler County Department on Aging  
Senior Services, Inc. of Wichita  
Retired Consumer  
Arthritis Foundation

**Current Strengths and Assets**

Volunteers  
Funders  
Interagency cooperation  
Mentors-new ideas  
Universities—interns, staff  
Stability/History of CSAB-people involved over time despite compensation scale  
Dedication of people  
Business support—pharmacies, employers  
Willingness of media to present seniors' issues  
Experience/knowledge-people who do work  
Support of county governments  
Leadership

**Challenges—(opportunities?)**

Funding

Lack of volunteers

Old is not “cute” / marketing need—Media, perception of who has money

Reluctance to ask for help (pride)

Societal ageism

People not aware of services—communication

Difficult for senior and families to know where to go for help—too many programs, disconnected

Eligibility

Delivery of service

Services that help quality of life but not covered by insurance

Baby boomers – may want different things, lattes and salads

Rural clientele—lack of awareness

Technology/lack of—web has info if you can get it

Stereotypes—employment of older workers

Who delivers the service? Compensation, willing younger workers

Housing-- not enough demand, aging friendly design, assisted living in community

Transportation and mobility throughout community

Lack of cultural awareness in way services are delivered

Mushrooming of services that see opportunity (home health, hospice)-moving to the home

**10 years—If We Get It Right**

All seniors in adequate housing

Destination place for people to retire (build on assets)

Meet needs of diversity in your community

Opportunities for older workers

Integration across age cohorts

All encompassing data base for information

Universal criterion for health and well being—something that measures this, what can we measure, how to market

Need ‘flattened’ out Kansas City

Show that we value older adults in community—put in positions where they are respected, significant increase in employment

Good environment (healthy)

Stop taking older adults away from families, services, etc.

“Where ‘aging’ is cool”

Market ‘great’ health care that is available to older adults

Make community less scary for older adults, both day and night

Market use of services before crisis mode (there is a need)

-How do we get younger people to become knowledgeable of services

-Market to companies/organizations

-Caregiver education program

-Employee incentives (by employer) for healthy initiatives

**Barriers**

Legislation for safe environment for everybody  
Community needs to realize the many strengths it has-all in MSA  
Education and care for the elderly needs to be connected  
Wide variety of areas in the field of 'aging' (gerontology)  
Stigma of working in a nursing home  
Limitations on number of people who can become nurses because of number  
who can train/educate  
Robot technology  
Lack of new construction for senior living  
Not everyone can afford a 'cure'  
Need to support family caregivers  
Comprehensive bank of services that can be provided as a 'volunteer' bank

**Who Else?**

Marsha from Alzheimer's  
Becky Funke-Active Aging  
Other groups that are designing  
Caregivers  
Younger groups  
Sierra Scott  
Reps from neighborhood associations  
YPW and other groups that want mentors  
Diversity (La Familia)  
Biz-offer stamp of approval