

## **Introduction**

Elmdale Senior Services, (ESS) representing a community partnership for Senior Health in Elmdale, Stateside, is applying for an ElderHealth foundation grant in the amount of \$29,100.00 supplemented by in kind contributions of \$65,173.00 and a cash match of \$4,000.00.

## **Description of Applicant Agency and Population to be served**

Elmdale Senior Services, (ESS) represents a community partnership for Senior Health in Elmdale, Stateside. Established in 1999, Senior Services combines local Health and Social services for persons aged 60+ under the administration of one agency. Recreational programming and physical fitness programs are provided to adults aged 60+ at the Elmdale Community senior center. Our community partners include Elmdale Public Health Department and Elmdale Community College.

This project focuses on ElderHealth's priority area of programs that reduce risk for and decrease incidence of chronic conditions like heart disease, diabetes and obesity.

## **Population to be served**

Elmdale, Stateside is a community of xxxxx, with xx% of the population being over the age of 60. Elmdale senior services served over xxxx persons aged 60+ with health and social services in 2009. Our senior center has 958 registered members who participate in recreation, nutrition and physical fitness programs 5 days a week year round. Approximately 34% of the 958 members self report as ethnic minorities who are traditionally underserved.

## **Statement of Need**

A national study showed that persons who use resistance training, demonstrated significant improvements in function when compared to those who did not. They also spent fewer days in the hospital, and there was a trend toward fewer outpatient visits and hospitalizations. <sup>1</sup> Resistance training has also been proven to help people prevent and manage chronic conditions<sup>2</sup>

Elmdale Public Health department records show that chronic health conditions are epidemic among older adults in our area and are a major cause of disease high health care costs and premature death. According to Elmdale public health, Four out of five older adults in Elmdale have one or more chronic health conditions<sup>3</sup>.

In response to a 2007 survey of health indicators for Elmdale residents aged 60+, Elmdale Senior Services developed a coordinated, sustainable, program of physical fitness activities to address the issues described below:

1. Reduce risk for and decrease incidence of chronic conditions like heart disease, diabetes and obesity
2. Improve functional ability
3. Increase participation in activities designed to address the above factors

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<sup>1</sup> *Outcome Measures for Health Education and Other Health Care Interventions*, by Lorig, Stewart, Ritter, González, Laurent and Lynch, [Sage Publications](#), 1996.

<sup>2</sup> (Hurley & Roth, 2000, Braith & Stewart, 2006)

<sup>3</sup> Family Health Survey 2008 – 2009 Elmdale Public Health Dept.

Increasing physical activity is a primary goal of Elmdale's fitness programs. However, our fitness programs are currently limited to floor exercises and large group activities like yoga and tai chi. In 2008, we incorporated the evidence based programs "Stepping On" and "Matter of Balance" into our group exercise programs. Evaluations of these two activities demonstrated the effectiveness of this programming at our senior center. From May 2009 thorough May 2009, over 300 older adults participated in the two programs.

However, when comparing participation in these two programs to the total senior center participation numbers, we see that our group fitness programs reached only about 1/3<sup>rd</sup> of the total senior center participant population. Since resistance training has been proven highly effective at preventing and managing chronic conditions and improving functional ability, we want to provide older adults in our service area with access to quality resistance training programs.

Our evaluation of the 2008 effort<sup>4</sup> shows that the program has been largely successful. However, results from our 60+ population respondents indicate four needs that will help us to build upon the previous success and ensure sustainability.

1. Incorporating more robust resistance and endurance training into current physical fitness activities.
2. Providing participants with individualized exercise plans
3. Providing participants with ongoing ONE ON ONE support from experts in older adult fitness and physical activity (as opposed to large group activities)
4. Developing a coordinated marketing strategy to increase participation in fitness and physical activity programs

### **Description of the Project and Predicted Benefits**

Research in healthy aging shows those programs with a focus on endurance and resistance training increase functional fitness<sup>5</sup>.

Our project will focus on ElderHealth's priority area of programs that reduce risk for and decrease incidence of chronic conditions like heart disease, diabetes and obesity And increase functional abilities. We will use an available space within the senior center building<sup>6</sup> as a senior friendly fitness center. The program will include one on one consultation with experts in older adult fitness who will provide individualized exercise plans and monitor progress.

The program will increase services to community dwelling underserved and minority older adults who have, or are at risk for, diabetes, heart disease, obesity, and diminished functional abilities. The new program will also attract new members who will benefit by our services.

Community partnerships are an integral part of the program plan. We have, in place, ongoing formalized partnerships with Elmdale community college's Exercise and Fitness certificate program and Department of Mass Communications. Additionally we work closely with the Elmdale Department of Public Health.

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<sup>4</sup> Elmdale Public Health Survey for aged 60+, Elmdale PH quarterly report April, 2009

<sup>5</sup> *Outcome Measures for Health Education and Other Health Care Interventions*, by Lorig, Stewart, Ritter, González, Laurent and Lynch, [Sage Publications](#), 1996.

<sup>6</sup> Elmdale senior center is a xxxx sq ft. building erected in 2004 as a community senior center. The building houses meeting and large activity spaces and a large dining area for AOA funded congregate meals.

**Partner: Elmdale Community College: Department of Exercise Sciences,  
Department of Mass Communications**

In partnership with the Exercise Science Department we will design, deliver, and evaluate fitness programming for older adults in our area. This partnership is a major component of the program plan and will add to our ability to address national, state, and county needs for prevention in the form of physical activity programming for community-dwelling older adults, particularly for underserved and minority populations. Upper level students in exercise sciences will be required to spend one semester in a service/learning internship at the senior fitness center. Using Keiser's Step in the Right Direction program<sup>7</sup>, under faculty supervision, students will provide one on one counseling with participants which will include a functional assessment, development of realistic goals, formation of an individualized workout plan, and monitoring of progress to support ongoing participation. The partnership also addresses the need to prepare future healthcare professionals to work with culturally diverse older adults, and to conduct evaluations of the efficacy of community-based preventative healthcare programs.

The Department of Mass Communications will assign senior level students to work with us on a semester long, for-credit project to design and implement a community wide marketing strategy incorporating both print and broadcast media. After the initial production costs are met, all media will become the property of ESS and will be available at no cost to the partnership for future use.

**Partner: Elmdale Public Health Department**

Elmdale Public Health will continue to gather evaluation data for outcome measurements in the form of surveys and analysis of public health records.

Funding will be used primarily to install state of the art senior friendly fitness equipment in an available space at the senior center. This will allow us to implement evidence-based programs that include one on one consultation with experts in older adult fitness.

**Goals/Objectives/Measurements**

**Our proposal has four goals:**

1. Increase Senior Center participation
2. Increase participation in physical activities that include resistance training
3. Reduce risk for heart disease diabetes and obesity\
4. Increase functional ability.

**Objectives and measurements are as follows:**

**Goal 1: Increase Senior Center participation**

Objective: 15% increase in senior center registration

Measure: Comparison of senior center registration totals for the full years prior to and after program implementation

**Goal 2: Increase participation in fitness activities that include resistance training**

Objective: 25% increase in fitness programs registration with at least 60% of all registrants also participating in ongoing resistance training in the fitness center

Measure: Comparison of physical activity programs registration totals for the full years prior to and after program implementation. Number of fitness program registrants also participating in ongoing resistance training in the fitness center.

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7 Keiser's Step in the Right Direction manual outlines how to create a senior wellness center and provides S.T.E.P. (Stability Training Exercise Program) resources to help your program leaders build, manage, and market an effective RT program.

**Goal 3: Reduce risk for diabetes, heart disease and obesity**

Objective: Decreased levels of hypertension, height/weight (Body mass index), waist/ hip ratios, and resting heart rate of fitness center participants.

Measures: Data gathered on all fitness center participants at enrollment in resistance training and at 3, 6 and 12 month intervals will be documented by Elmdale public health and analyzed to indicate changes in; Blood pressure, height/weight (body mass index), Waist hip ratio, and resting heart rate. All of which are proven indicators of risk for heart disease, diabetes, obesity and other chronic conditions

**Goal 4: Increase Functional Ability**

Objective: increased ability to perform IADL (instrumental activities of daily living) for 50% of resistance training participants.

Measures: data gathered on strength and functional fitness of all participants upon enrollment in resistance program and at 3, 6 and 12-month intervals will be documented by Elmdale public health and analyzed to indicate changes in functional status using the Rickli/Jones senior fitness test

**Plan For Sustainability:**

After the ONE TIME purchase of fitness equipment, all program goods and services will continue to be provided in-kind as part of ongoing community partnerships and through annual budget encumbrances from Elmdale Senior Services.

ElderHealth Foundation Funds Request – December 22, 2007  
 Elmdale Senior Services, 5555 Anyplace Rd. Elmdale, Stateside  
 Senior Fitness Center at Elmdale Community Senior Center

**Proposed Budget**  
**Elmdale Senior Fitness Program**

12/23.2009

						Cost	In kind contribution	Cash match	Requested funds
<b>1. Personnel</b>									
<b>based on yearly FTE 2080 hours</b>									
Position title	FTE	Salary	Fringe	%time on project					
Program coordinator	1	\$32,000.00	\$10,506.00	50		\$21,253.00	\$21,253.00		
Fitness room staff						\$16,640.00	\$16,640.00		
<b>2. Supplies</b>									
Phone postage General Supplies						\$1,000.00	\$1,000.00		
Printing flyers marketing/outreach materials, forms						\$2,500.00	\$2,500.00		
<b>3. Contractual total cost</b>									
Supervision of student staff									
Evaluation reports						\$17,500.00	\$17,500.00		
						\$5,000.00	\$5,000.00		
<b>3. All other: total cost</b>									
Fitness equipment						\$32,000.00*		\$4,000.00	\$28,000.00
Shipping/delivery						\$1,100.00*			\$1,100.00*
Installation						\$1,280.00*	\$1,280.00*		
<b>See Budget Narrative for Line Item Details</b>									
						<b>Total Program cost</b>	<b>Total in-kind contribution</b>	<b>total cash match</b>	<b>Total requested funds</b>
						\$98,273.00	\$65,173.00	\$4,000.00	\$29,100.00

\* Note: Equipment, shipping, and installation costs will vary depending on options, and delivery to your location. All pricing subject to change.



## **Budget Narrative**

### **1. Personnel**

All personnel cost will be covered by in-kind contributions from Elmdale Senior Services and Community partners. Costs are based on the full time equivalent salaries of Senior Program coordinator, Faculty Advisor at Elmdale community college and Elmdale Public Health Community Health Program Manager. In kind cost of student staff for the fitness room at a total of XXX hours with a fair market value of \$X.00 per hour. (Upper level students in exercise sciences will be required to spend one semester in a service/learning internship at the senior fitness center for credit towards their degree)

### **2. Supplies**

All office supplies, utilities and printing costs will be covered by in-kind contributions from the annual budget of the Elmdale Senior Services.

### **3. Contractual**

Although not contractual per se, we have a formal Memoranda of agreement for program services including faculty supervision of student interns by Elmdale community college and coordination/drafting of program evaluations and reports by the Community Health programs Coordinator of the Elmdale department of Public Health. These agencies will provide services as in-kind contributions. Calculations are based on equivalent FTE salary and fringe benefits.

### **4. All other**

We will be purchasing 6 pieces of Keiser-250 fitness equipment including; the Leg Press, Chest Press, Upper Back, Leg Extension, Leg Curl, and Lat Pull Down, plus the Keiser Air Compressor for a total cost of \$32,000.00 which includes delivery and set-up.

*\*Note: this price ranges \$26,000 to \$37,000, depending on options and the cost of delivery to your location*

Note: this purchase is a ONE TIME cost for the program and Keiser also provides a free manual *A Step in the Right Direction* to help us start and maintain the resistance-training program. All other program goods and services will continue to be provided in-kind as part of ongoing community partnerships and through annual budget encumbrances from Elmdale Senior Services.