



# Newsletter

September 2011

Senior New Ways Inc., 463 College Ave, Palo Alto, CA 94306  
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Look for our donation request in your mailbox in the near future!

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*"Did you hear about the 93-year-old woman who talked herself out of a speeding ticket by telling the young officer that she had to get there before she forgot where she was going?"*

## HOT NEWS!

SNW accepts ONLINE Donations. SEE OUR WEBSITE [www.seniornewways.org](http://www.seniornewways.org)  
Donation receipts are automatically sent to you.

If you have time to join our Board of Directors or volunteer, email or call us now! (See contact info above.)

We need contributions of time and expertise in addition to financial donations.

Thank you!

## From the Co-Chair

Welcome to Senior New Ways, the organization whose motto is—

### WHY BE YOUNG WHEN YOU DON'T HAVE TO?

Can we be *age-friendly*? What does that mean anyway? That getting older makes us more friendly?

That friends are more important as we get older? That our downtowns and parks and transportation and facilities need to take into account the special requirements of various age groups?

What about our *age-friendliness*? You'll read a great article in this newsletter by my Co-Chair Anabel Pelham on the initiative she is leading to make Los Altos an age-friendly community, which would make us the third city in the U.S. with the designation.

Senior New Ways has some *age-friendly* fundamentals too -

- You will find us as regular visitors to residents of local care facilities, giving frequent doses of caring and dignity to the 5% of older adults no longer living in their individual homes.
- You will find us giving informative and entertaining programs face-to-face to groups of elders or their caregivers (see "Elvis spotted in Sunnyvale").
- You will find us on the television screen as our "Laughs and Brains" DVD takes our "live" age-friendliness into group settings or homes everywhere, spreading the message that good things and good times are not limited to the young.
- You will find us continuing to create and nurture groups of active older adults and caregivers through regular "chats" and support groups.

Friendliness is the basic building block of caring, whether it's a person or a community being the friend. At Senior New Ways, we are your "on the ground" friends to your parents, aunts and uncles, former neighbors and friends and others that you would like to have the dignity and respect and feeling of well being in later life.

**COME JOIN US..THERE'S LOTS OF ROOM FOR YOU!!**



Terry Morrison  
Co-Chair SNW Board

## World Health Organization's (WHO) Age-Friendly Initiative Gathers Steam in Los Altos

By Anabel Pelham, Co-Chair, SNW's Board of Directors



Anabel O Pelham,  
Co-Chair SNW Board

**An exciting project to make Los Altos and Los Altos Hills the first Age-Friendly "City" in California is moving forward.** The Age-friendly Environments Program, is an international effort by WHO to address the environmental and social factors that contribute to active and healthy ageing in societies. Age-Friendly (A-F) is designed to help cities prepare for at least two global demographic trends: the rapid aging population and increasing urbanization. The program targets the environmental, social and economic factors that influence the health and wellness of older adults. The A-F initiative is intergenerational, attempting to make our communities welcoming and healthy for all ages.

There are eight categories that cities are invited to address in their assessments and planning: Outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication and information and community support and health services.

Anabel Pelham, co-chair of Senior New Ways, Member of the Senior Commission, and a professor of Gerontology at SFSU is leading the team of researchers and graduate students to plan, organize and present the A-F vision to the City. Working from a grant provided by the Health Trust, students undertook a qualitative inventory of senior resources, the environment and senior needs in the 8 categories. Almost parallel to this study, the Senior Commission of Los Altos and Los Altos Hills completed a comprehensive survey of senior needs and wishes for services. A total of 1,032 surveys were returned and a formal report was presented to the Los Altos City Council on Aug 23<sup>rd</sup>.



WHO icon for  
age-friendly programs.

A draft A-F application will be overseen by the Senior Commission on September 12 and a presentation and recommendation will be offered to the Los Altos City Council on September 27<sup>th</sup>. Stay tuned for news updates on the Age Friendly project. The goal is to help make our community a model for active, healthy aging. For more information see: [http://www.who.int/ageing/age\\_friendly\\_cities/en/index.html](http://www.who.int/ageing/age_friendly_cities/en/index.html)

## SNW Executive Director Starts Volunteer Visits in the Bay Area



John Lehman,  
Executive Director

In the spring of 2011, Senior New Ways began visiting residents of care facilities in the Bay Area, from Redwood City to Santa Clara. We are now in 10 facilities of the 162 in Santa Clara County.

Volunteer visitors spend from 30-60 minutes once or twice a week with designated residents, who are often recommended to visitors by activity directors and "matched" to the visitor. Visitors have one or two persons to visit. Many residents are in "nursing centers" or assisted living, and a smaller number are in independent living. Many care facilities have all three types of arrangements.

When my mother went into a nursing home in 1993, my stepdad faithfully visited her every morning, afternoon and evening. When I had a chance to visit her, the facility director told me "it's a shame we can't pay your stepfather; he's here more than most of the staff; *he's the only visitor most of our residents have.*"

Only 5% of older adults are in care facilities...yet we have over 600 residents on rosters to be visited in the ten care facilities we currently serve, and we currently have fewer than 10 volunteers.

When I asked the activity directors when we could visit during the week so we wouldn't interfere with other groups that were visiting, they mostly laughed at the question and said that we were the first organization in their experience to offer to make such visits.

There are residents with no family locally. Even for those with spouses, other family, ex-neighbors, and church friends the days get very long. And the staff is just too busy being staff.

We train our volunteers, and visitors and residents are matched by interests. Schedules are completely flexible. Most facilities require a TB test, a few require fingerprinting and a physical, along with an application, much like a staff member.

## OUR MISSION—

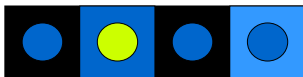
**Senior New Ways:** a public benefit 501 (C) (3) organization developing and offering *support, programs, and activities* to “boomers and beyond”, and adult children and caregivers of elders in one-on-one or group settings in public and private venues, *in northern and central California, and throughout the world.*

### *Visit - Listen - Empower*

- We visit older adults in care facilities. We listen to their stories, marvel at their wisdom, capture their legacies
- We bring them music, fun, movement, uplifting insights, sharing - in groups, or one-on-one with their caregivers
- We offer videotaped live programs to all groups and individuals via DVD

Our parents and their generation have incredible value - they deserve dignity, respect, honor - and we need to hear their stories and get their insights.

We understand seniors - they need to be loved, cared for - they have been and are great contributors, they have much to share with the rest of us, they served their country, they are deserving of our love and attention ... for us, being a senior is not a sentence of obscurity and despair and depression....it is light, uplifting, fun, meaningful...WE VALUE THE OLDER GENERATION



### *Volunteer Visits cont'd from page 2*

Rewards?...unbelievable..very early in my visiting, I met a man who seemed to be repeating himself and asking what should he do next...the staff member told me he behaved that way constantly and moved on...I said to him “Are you from Los Altos”?.. He replied “No, I’m from Green Bay, Wisconsin.” I responded “You know, ‘Cheeseheads’ (Green Bay Packer fans) aren’t allowed in California.” He smiled at me and said “you must be from Minnesota.”

Wanna be age-friendly?... become a visitor for Senior New Ways.

## **SNW Laughs And Brains DVD Launched**

Senior New Ways officially launched its new **Laughs and Brains DVD** at a July 31<sup>st</sup> event at the Oshman Jewish Community Center in Los Altos. Based on the responses of attendees, it’s a hit!

**Laughs and Brains** is an hour of laughter therapy, thinly disguised as a refresher on how important laughter is to our well being, full of vintage one-liners, jokes, true stories, other stories and family reminiscences. One “credit hour” of laughs is promised. The interactive audience (no laugh track) is easily as fun as the content.



SNW Executive Director John Lehman on YouTube.

The one-hour video was directed and produced by Stanford Video Inc. and was filmed before a live audience at an assisted living facility in Belmont, California, in 2011. At this presentation and at others, we have witnessed the healing power of laughter and humor in action. Participants (sometimes skeptical at first) become engaged, laugh, share, and finally express deep gratitude.

The DVD is great for any care facility, senior center, individual at home, home care staff, hospital or other health care facility. Senior New Ways received considerable feedback from local home-care agencies, and selected older adults in preparing the content and style of the DVD. Senior New Ways is selling the DVD through the website, directly to organizations, and through home care franchises and corporations. We are seeking sponsorships for marketing funds as well as for future videos. The price of the DVD is \$29.95 per copy plus tax, shipping and handling. See the website, or contact Senior New Ways for copies.

A short clip is available on the website and on YouTube; just search **Senior New Ways**. If you can suggest potential customers or any sales channel for **Laughs and Brains**, please contact us. Remember ...LAUGH!



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*"Every meal we ever had at our house was left-overs. Even after 30 years, the original meal has never been found..... anonymous"*

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***Be sure to visit Senior New Ways on Facebook!***

### **Bulletin: Elvis sited at Sunnyvale senior center**

And you thought he was dead! Unbelievably, Elvis would have been **76** this year. Although the real Elvis couldn't make it, one of his many impersonators (a moonlighting Senior New Ways employee) appeared at the Sunnyvale Senior Center this summer for Nostalgia Days to enjoy lunch, vintage cars ....AND ...to test the musical memories of 140 people about popular songs from Doris Day, Glenn Miller, Teresa Brewer and ...?guess who?..., even TV themes. The audience was sharp as tacks, and was not once stumped...the music of our teen years is never forgotten.

