

Have a heart for Heartland. Your support is needed and appreciated.

Bethany Life: A *Premier* Sponsor



Kari Matheason, COO of Bethany Life, presents Best of Show trophy to Nicole Bramow and John Gookin at HSS Dancing with the Story County Stars fundraiser.

Bethany Life has supported Heartland Senior Services for many years and recently became a Premier Sponsor. Hear why president and CEO of the organization, Betsy Warburton, believes partnering with Heartland Senior Services is vital to the community and the seniors we serve.

Q: Betsy, Bethany Life has been sponsoring Heartland Senior Services for several years and recently increased your sponsorship to Premier Level. Why do you feel so strongly about supporting Heartland Senior Services?

A: Heartland provides critical services to older adults in Story County, and we want to support that. Programs such as Meals on Wheels currently support folks within our own continuum. At the Households of Bethany, we have three houses dedicated to older adults with Alzheimer's and other forms of dementia. As we all know, these diseases affect a growing number of older adults.

Q: You are working with seniors and their families every day. What do you see as the pressing need for this population?

A: While we serve those who cannot stay at home any longer, there is a gap that exists before long-term care is needed. Heartland fills that gap through their Adult Day Center and Outreach programs. This is so important to our community, as we all have friends or family who face struggles with caring for those with memory impairment and other age-related needs.

Q: Both of our organizations serve a great purpose to our aging population in Story County. How do you see the partnership between Heartland Senior Services and Bethany Life evolving in the coming years?

A: As CEO of Bethany Life, I pledge to continue Premier Level Sponsorship to Heartland Senior Services. I believe there is a great synergy between our organizations and increased opportunities to provide support to older adults throughout Story County. I'm excited to grow our partnership, and see what the future will hold.

ABOUT BETHANY LIFE

Bethany Life, located in Story City, has been part of the community since 1914. It has become one of the most comprehensive resources for senior living and healthcare services, including at-home care, life care at home, skilled care, assisted living, independent living and long-term care to seniors. To learn more, visit www.BethanyLife.org.

Giving Story County *Seniors* Community and Purpose:

The Adult Day Center

Monday through Friday, Betsy Hickok drops her mother, Phyllis, off at the Adult Day Center. While Betsy works at Iowa State University Foundation, Phyllis spends her days visiting with friends, and she partakes in a variety of activities from memory games to cow chip tosses.

"Mom said she hopes they weren't real cow chips," Betsy says, with a laugh.

At 5:15 p.m., on her way home from work, Betsy goes inside the Center, anxious to talk to the staff, who she has grown to know as friends, too. Every night staff members hug her mother goodbye, and Betsy takes her back home.

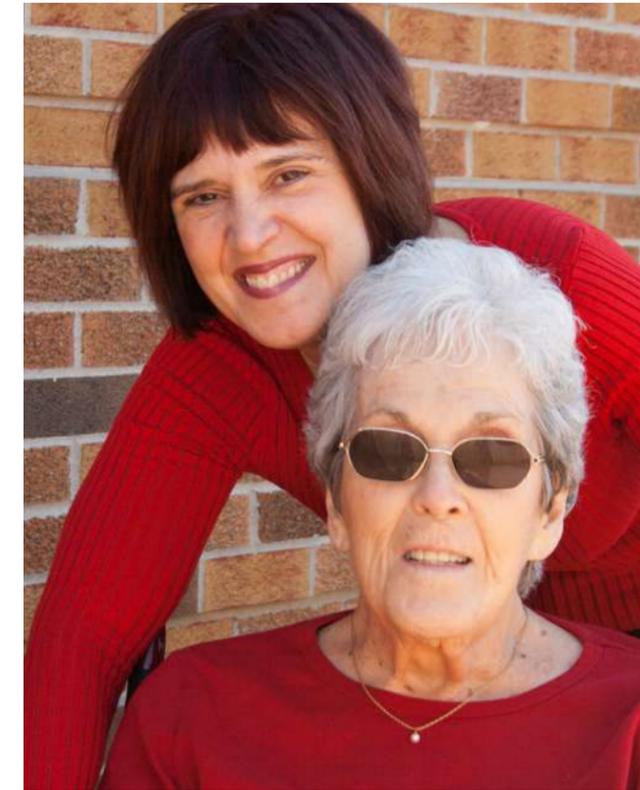
"How was your day?" Betsy regularly asks her mother, as soon as they are buckled into their seats.

"I always have a good day here," Phyllis says.

Phyllis has been a regular attendant at the Adult Day Center for the last two and a half years.

"When I found out about Heartland Senior Services, I made the decision to move Mom from Vermont to Ames because the resources are so good here," Betsy says. "Without this service, we would have had to move Mom to a nursing home sooner."

Heartland Senior Services strives to keep seniors independent of nursing home placement for as long as possible. The Adult Day Center is a cost-effective alternative to nursing homes — as well as a refuge for seniors to find safety, socialization, personal care assistance and fun.



Betsy Hickok and her mother, Phyllis.

"When I found out about Heartland Senior Services, I made the decision to move Mom from Vermont to Ames because the resources are so good here."

— Betsy Hickok

"We become an extra set of eyes and ears for the families, and we can pick up on things that the families sometimes don't see," says Laurie Yocum, Adult Day Center director.

From Monday through Friday, 7:30 a.m. to 5:30 p.m., the Adult Day Center welcomes up to 30 seniors into its facility. There is a full-time nurse, nursing assistants and activity assistants on staff, with a 1:5 staff to participant ratio.

Over the last few years, the Center has started to serve a large number of participants with forms of dementia, Parkinson's disease, post-stroke or post-hospitalization situations. Some participants have health issues, while others seek the center out for socialization and activities.

"When I first talked to Laurie about Mom coming here, she told me, 'Your mother has been living alone and hasn't had much going on. When she comes here every day, you'll start to see a difference in her alertness and

her feeling of being engaged.' And she was absolutely right," Betsy says.

The Adult Day Center benefits more than the participants, though. The caregivers get moments to themselves, for rest, work, running errands and more.

"I often tell caregivers, when they get some free time while their loved one is at the Day Center, 'Just lay down and take a nap with both eyes closed.' Caregiving is a difficult job, 24/7. We are not here to replace the caregiver. We are here to support the caregiver," Laurie says.

In the coming years, the Adult Day Center plans to increase its capacity and continue to provide cost-effective care to participants and families. Laurie and her staff also continue to find new activities to meet the needs of the changing population who attend the center, to ensure seniors aren't only getting cared for but are regularly exercising their minds and their bodies.

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Notes from Nancy



We have always forged partnerships at Heartland Senior Services, between our staff, the seniors we serve, and the families we get to know. I am excited to share that Heartland Senior Services is expanding our partnerships with two organizations who have served Story County for decades and will allow us to assist even more seniors.

This past January, we joined our home-delivered meal program with **Mary Greeley Medical Center** into Meals on Wheels of Story County. The combination of our programs helps us provide more than 33,000 hot meals annually within Ames and the greater Story County area. Each of our organizations is able to work with our strengths for an efficient joint effort – meal preparation being led by MGMC and HSS coordinating the meal delivery via 150+ volunteers.

Heartland Senior Services is also collaborating with the **Ames Public Library** for “Dementia 101 Dialogues.” Laurie Yocum, the Adult Day Center Director, leads informal conversations at the Ames Public Library, discussing dementia, its early signs and symptoms, communication techniques, coping strategies and more. Feel free to drop in at a session if you have questions or concerns with a family member that may be struggling with dementia. We are here to help.

Upcoming Dementia 101 Dialogues at the Ames Public Library:

Thursday, April 27th Noon - 1:00 pm
Thursday, May 25th. 6:00 - 7:00 pm

We are off to a great start in 2017 at Heartland Senior Services, and we look forward to building more connections, partnerships and collaborations — and helping additional seniors live successfully and independently.

Nancy

Nancy Carroll, Executive Director

Outreach Success

Heartland Senior Services Outreach Specialists are resources to the Story County community. We meet with people, listen to people’s individual needs, and work to develop relationships with people that foster trust. We offer:

- **One-on-one visits**
- **A connection to dozens of existing resources in Story County**
- **Help navigating services**
- **Noon meals**
- **Medicaid applications (Elderly Waiver)**
- **In-home health services**
- **Friendly Visitors program**

We’ve connected many Story County community members with resources such as:



Outreach Specialists. Back row: Andrea Buchele (L) and Caitlyn Lien (R) and Christina Gallup

A True Connection Story

“Sally struggles with depression and diabetes, and has many other health issues. She has been very sick off and on. As we worked to set her up with home delivered meals, we found out that she had no income. We were able to assist her with getting signed up for food stamps and social security benefits. She now receives a monthly social security check and is able to purchase food regularly. These three changes have made a big impact in her overall health and well-being.”

—Shala Harsh, Outreach Director

UPCOMING EVENTS

Heartland Senior Services Community Trivia Night

Join us Friday, April 21, at CityChurch in Ames for Trivia Night.

Contact Phyllis Craig, Activity Director, to sign up your team or with questions at 515-233-2906 or pcraig@hsservicesia.com.



THANK YOU TO OUR SPONSORS' SUPPORT

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|-------------------------------|----------------------------------|
| Bethany Life | Grandon Funeral & Cremation Care |
| Ames Chamber of Commerce | Great Western Bank |
| CityChurch of Ames/Des Moines | Green Hills Retirement Community |
| Gateway Insurance | Hy-Vee |

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Two Board Members Give Back to Heartland

The Adult Day Center served them and their loved ones well; now they are “paying it forward.”



Back row: Bonnie Gelina and Board member Paula Toms. Front: ADC participant, Jack Riney, Board member Bob Gelina, and ADC Director Laurie Yocum

“For my father-in-law, it gave him a reason to get up in the morning, and what could be more important than that?”

— Bob Gelina, Board Member

Years ago, board members Bob Gelina and Paula Toms were strangers to Heartland Senior Services and its offerings. But when they each had a loved one in their lives who needed extra care and support during the day, they quickly discovered the Adult Day Center as an alternative to assisted living or nursing homes.

Paula’s husband, Don, suffered early onset dementia. Paula struggled to keep him from wandering. She’d become worn out, keeping track of him all day. When she heard about the Adult Day Center, she called Laurie and scheduled a home visit.

“No. He had no interest in going,” Paula says. “And then Laurie started telling him about the food, activities, and fellowship, and he signed up for one day, then two days a week. They were so flexible as we tried the services out, and eventually Don wanted to go five days a week. Laurie has a gift – she knows how to speak with people and always treats everyone with such respect.”

Nearly a decade ago, Bob Gelina’s father-in-law, Art, moved from Wisconsin to the Ames area to be close to family as he aged. He lived part-time at an apartment and part-time with Bob and his wife, Bonnie, but they didn’t want him to sit alone all day while they worked.

“He was absolutely against going to a nursing home. He was in good health for his age. He had very little dementia. He would not fit into the assisted living environment,” Bob says.

Art fit in with the Adult Day Center environment, though, and he attended full-time for two years. Bob and Bonnie saw social growth and engagement each day when they picked him up.

“For my father-in-law, it gave him a reason to get up in the morning, and what could be more important than that?” Bob says.

After their experiences, both Paula and Bob looked to give back to Heartland Senior Services, for what the Adult Day Center gave to them. Both have served on the Heartland Senior Services Board of Directors for the last four years and look forward to many more years of making Heartland’s services accessible to Story County seniors and their families.

Learn more about the Adult Day Center

Hours: 7:30 a.m. to 5 p.m. Monday through Friday
 Cost: Based on a sliding scale | Location: 205 South Walnut, Ames

Contact Laurie Yocum at 515-233-2906 or lyocum@hsservicesia.com for more information.