

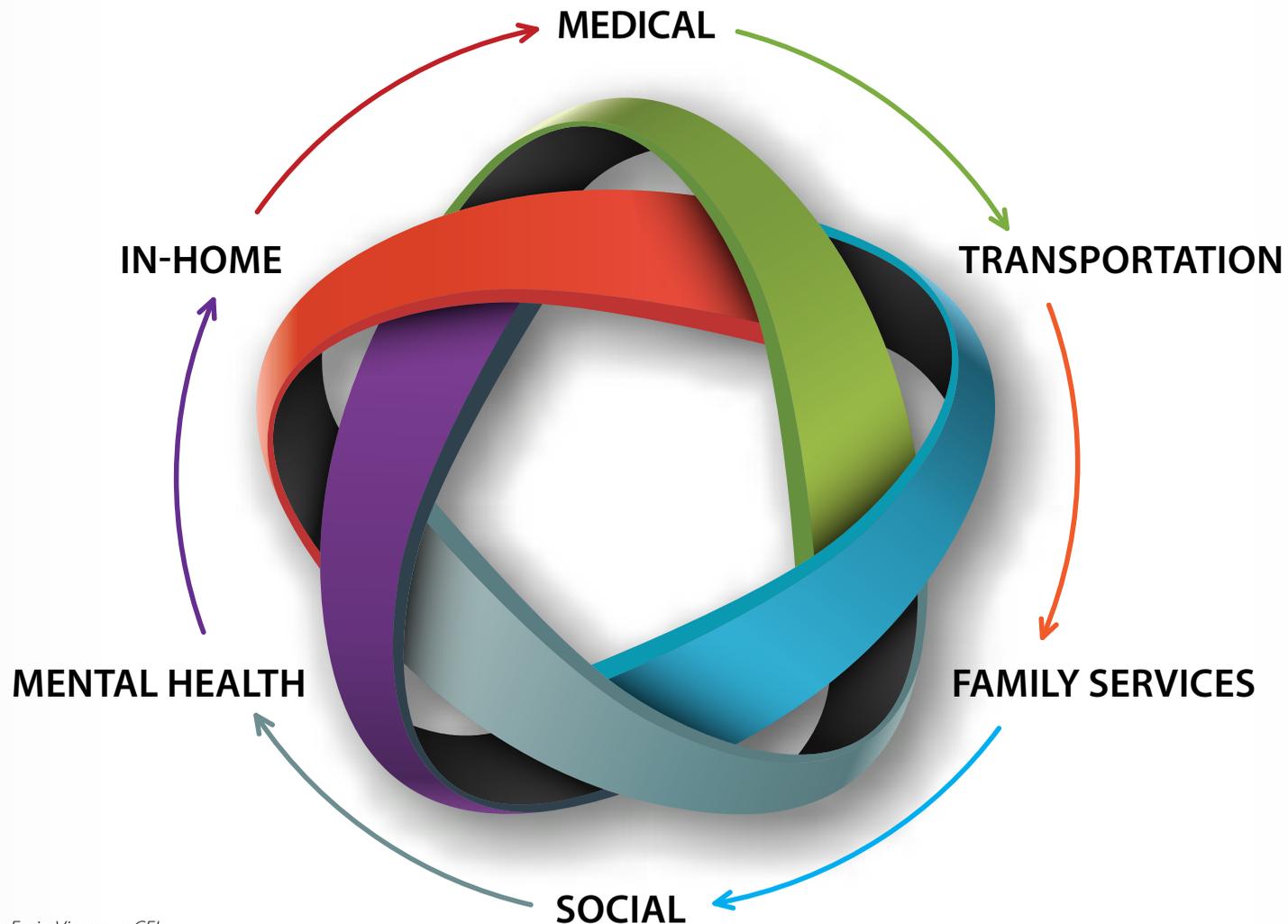
# Moving Forward on All Fronts



# PACE: The Gold Standard of Senior Care

CEI is proud to be a PACE provider, offering a healthcare plan and person-centered care that covers everything for our participants.

**PACE—Program of All-inclusive Care for the Elderly**—led the way with this integrated support system that remains the model other organizations strive to emulate. Our cooperative care teams are made up of 11 professional disciplines that work together to create an individualized plan for each participant. Support goes beyond just medical care and includes everything from nutritious meals to socializing and activities to in-home assistance and transportation.



*Featured on our cover is Mr. Ervin Vinson, a CEI participant since 2013. Photo by Lacy Atkins.*

# Increasing Our Impact

Our rapidly aging population requires new thinking about how to ensure older adults remain a thriving part of their communities. No single entity can possibly address everything that is needed—yet the current patchwork of senior services and support is a frustrating jumble of gaps and overlap.

CEI is in a unique position to help shape the evolution of elder care and support. Unlike other providers, we specialize in care for seniors, making our staff uniquely qualified to address the needs of older adults. After nearly three decades as a PACE provider, we have accumulated vast knowledge and hands-on experience of how to improve physical and mental health outcomes through whole-person care. I believe that we have an obligation to share this expertise with other organizations and agencies that are working to improve older adults' lives. And in return, we gain exposure to their expertise and the latest innovations, thinking and trends impacting seniors that allow us to keep improving CEI.

In this report, you can see highlights of our progress on various fronts in 2019, including opening new PACE centers and serving new populations. We are always striving to enrich life for our participants, as demonstrated by our new volunteer program that increases the number and variety of activities available. But we also work to support macro-level policies and solutions that will in time trickle down to our seniors—such as partnering with other advocates, including AARP, to convince Governor Newsom to declare California the nation's 6th age-friendly state as part of his Master Plan on Aging.

CEI's success would not be possible without our dedicated staff, who genuinely care about our participants and form real connections with them. They take our mission to heart and have a front-row seat for how their work positively impacts our participants, our communities and, ultimately, all of us as we age.



We are also fortunate to have invaluable guidance from the members of our two boards, whose varied backgrounds help us envision new solutions and approaches. And of course, funding from generous individuals, foundations and organizations dramatically multiplies CEI's impact.

By working together, we can create communities where everyone can continue to live and flourish as we age. And with your help, CEI can remain at the center of this critical change.

Thank you,

Linda Trowbridge  
Chief Executive Officer

# Delivering on Our Mission

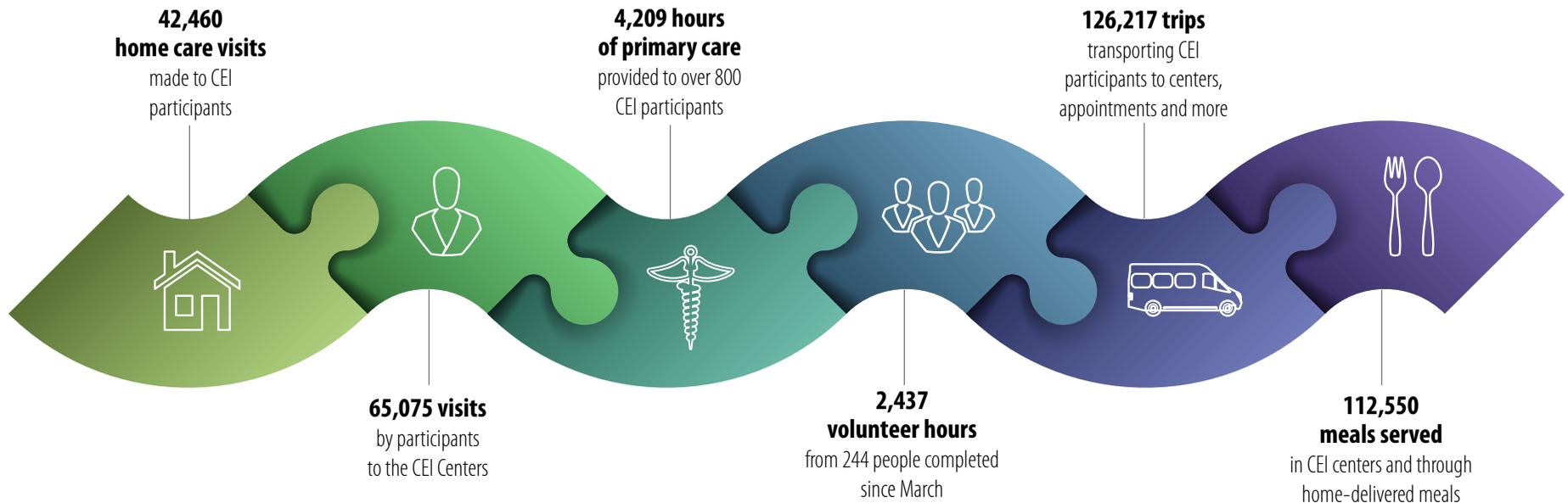
The Center for Elders' Independence exists to promote health and wellbeing among seniors so they can continue to live in their homes.

By focusing on the whole person, including their medical, social, emotional and nutritional needs, CEI helps alleviate common hurdles and stresses that can jeopardize independence. Our impact on East Bay seniors reached record heights in 2019 as we expanded our service area, and added new facilities and participants.

## The CEI Mission

- Provide integrated health care services that are high quality, yet affordable
- Promote autonomy and quality of life for our participants
- Help these individuals continue to live in their communities

## How CEI Supported Seniors in 2019





*Getting our participants outside and moving on sunny days offers a fun way to improve both their mental and physical health.*

Photo credit: Maurice Ramirez

# Branching Out

CEI's expansion took several different forms in 2019. We went beyond just growing our service area to opening up new opportunities to serve people who are not eligible for PACE, but could benefit from the coordinated care we offer. Additionally, we are broadening the number of people we can potentially reach with our popular caregiver program.

## NEW CONSTITUENCIES

### Solutions to End Homelessness for Older Adults

Homelessness has become an endemic problem, especially in the high-cost Bay Area. Many homeless seniors would qualify for PACE, except for one issue—they don't have a permanent residence. Since essential PACE services are rendered in the home, we are committed to getting these elders housed so they can receive the support they need.

CEI's integrated care model provides an ideal structure for individuals who may need a variety of services to find housing and remain housed. That's why we are actively working with service organizations and affordable housing providers to address our local homeless senior crisis.

Boston, Philadelphia, and San Diego have already successfully deployed PACE and supportive housing models and CEI intends to employ the best practices they have developed. Through a partnership with the Corporation for Supportive Housing, we are working with developers to designate some of their units for older adults who qualify for PACE, while also helping them leverage funding and Section 8 vouchers. Once housed, CEI will be able to support these seniors with PACE services.

This exciting initiative enables CEI to help formerly homeless older adults to become permanently housed. And it provides another opportunity to demonstrate how the PACE model of care can support vulnerable populations beyond those we currently help.



**1 of 2  
Newly  
homeless  
individuals  
is 65 or older**

### Helping Profoundly Ill and Disabled Individuals

CEI is supporting an additional group of people with complicated care needs through the State of California's Home and Community Based Alternatives (HCBA) waiver program. Waiver programs like this are intended to meet the needs of Medi-Cal recipients with profound medical issues, such as developmental disabilities or HIV, that require more than basic Medi-Cal services. HCBA is specifically for anyone, regardless of age, who needs an institutional level of care, but would prefer to live at home. This is close to PACE's core mission, which may be why California tapped CEI to administer their HCBA waiver programs for Alameda and Contra Costa counties in late 2018.

When we were brought onboard, there were nearly 200 people on the waiting list, some of whom applied in 2014. We have spent our first year clearing this list, contacting everyone and enrolling individuals as quickly as possible. We assess each person's needs, recommend a care and support plan for the state to approve, and follow up monthly with waiver recipients. In 2020, we aim to eliminate the waiting list altogether and respond to people in real time, while also increasing our service area to Napa and Sonoma Counties.

## NEW PARTNERSHIP

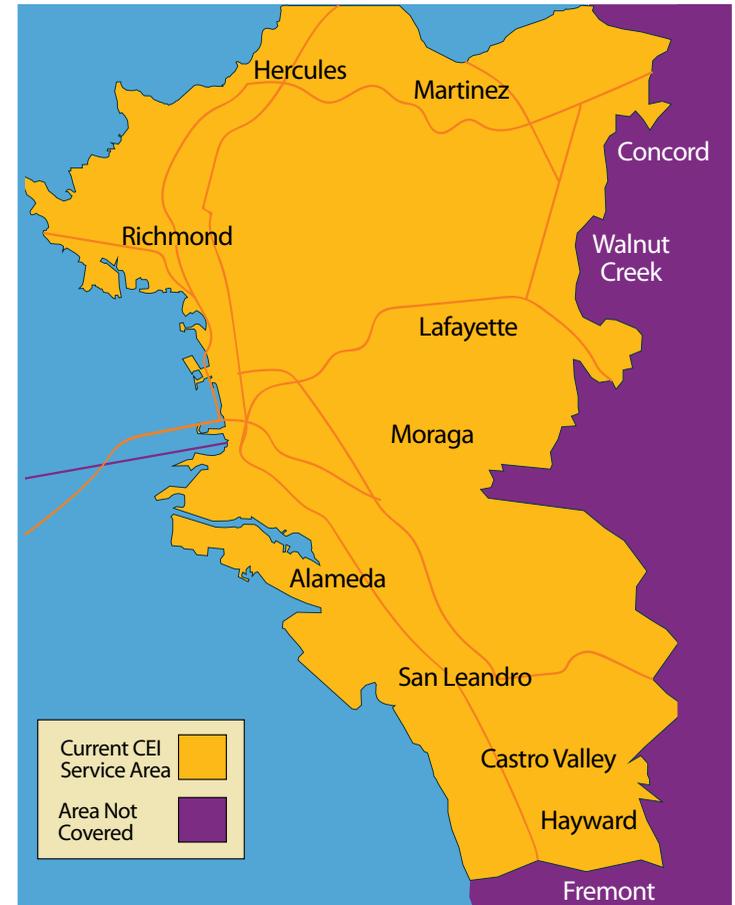
### A Win-Win for Caregivers and Care Receivers

CEI is continuing to deliver our highly successful Caring for the Caregiver program with the help of DayBreak Adult Care Centers of Alameda County. Our program stands apart because it focuses on the wellbeing of caregivers themselves, instead of on how to provide support. Over the past two years, we have helped family caretakers of older adults learn coping techniques for dealing with the stresses and intense emotions they may encounter. These classes are offered free of charge in Alameda County thanks to Measure A funding.

CEI has partnered with DayBreak to promote Caring for the Caregiver at senior centers, churches and other places where we can reach people who are caring for their loved ones. This partnership increases CEI's ability to share our expertise and give back to the community and voters that supported funding this program.



## CEI'S EXPANDING SERVICE AREA



*Over the past two years, we have helped family caretakers of older adults learn coping techniques for dealing with the stresses and intense emotions they may encounter.*

# Providing Community

Isolation is a medical condition that impacts people across all demographics, including older adults. People can become trapped at home due to mobility or mental challenges, depression, poverty, or even something as simple as not having a ride. CEI is continuing to open new PACE facilities to provide even more East Bay elders with social opportunities, activities, hot meals, group exercise—and rides to and from the centers.

## NEW FACILITIES

### Creating Space for Socialization

CEI's PACE centers provide a gathering place for participants to connect with their peers and participate in activities, as well as receive medical care. Building new facilities allows CEI to expand our service area and aid more older adults in the East Bay.

In 2019, we were pleased to open one new PACE center, while also breaking ground on another. To build these and future facilities, we are using the advice and experience of our participants, as well as lessons learned when developing our highly successful San Leandro PACE Center. While each property requires adaptations—for example, turning a parking lot into a delightful outdoor space and garden in downtown Oakland—we are already seeing the benefits of bringing people together in these purpose-built facilities designed to meet the needs of today's seniors.

The CEI Downtown Oakland Center opened in early 2019 and includes a gym overlooking the street scene, plus a medical clinic, computer lab, demonstration kitchen, dining center, multi-purpose rooms and outdoor space.

In November 2019, we submitted designs for CEI's sixth site. The Concord PACE Center is expected to open in 2020.



“*Designing a CEI PACE Center is a rewarding experience that includes CEI’s PACE participants. Their input is the blueprint that guides us.*” — Kava Massih, Architect

## 2019 PROGRAM HIGHLIGHTS

### Art Therapy

A therapy student from Peru led a 10-week course in our Downtown Oakland Center aimed at helping participants—especially those with dementia or Parkinson’s—express themselves through art and regain a sense of control over their lives.

### Music Program

To encourage movement and dance among participants, we bring in outside musicians to CEI centers and also make instruments available to the seniors. With support from our donors, we purchased five new pianos for each of our centers. And this year, a group of participants spent weeks writing songs for a performance they put on for their peers and CEI staff.

### Participant Artist

The beautiful décor of our San Leandro Center comes alive and takes us around the world thanks to the artwork of one of our participants. Nansheng Liu’s exceptional paintings of his travels were first noticed by his home care worker, who brought them to our attention. Mr. Liu kindly lets us display 15 or so of his pieces at once and there are so many, we can change the artwork monthly.



# Offering Purpose

It's no secret that focusing attention externally and being part of something larger than ourselves offers a wealth of benefits. In 2019, CEI took steps to make it easier than ever for people to donate their time and talents to our participants, while also offering CEI seniors multiple ways to give back to the community. It has been rewarding to facilitate people's natural inclination to aid and connect with others.

## **CONNECTING WITH THE COMMUNITY**

### **CEI's PACE Corps Volunteer Program**

Opening new PACE Centers has put a spotlight on the importance of volunteers. More facilities mean more participants, so volunteers help us keep these seniors engaged, educated and entertained, while also expanding and enhancing the activities we can offer. What's more, they free up paid staff's time to address other needs.

CEI has always encouraged community-participant connections, but in 2019 we strengthened our commitment by hiring a new volunteer manager, Andrew Hayes, to open up opportunities and attract organizations and individuals looking for ways to give back to the community. The impact has already been tremendous.

Outreach programs to local businesses, schools and organizations, plus online notices and social media, have helped get out the word about CEI and the elders we support. Volunteers are bringing their passions and manpower to help us offer more robust engagement—an average of eight activities a day per center. The variety of events ranges from teaching our seniors to luau dance to helping them use the latest technology, sponsoring a Halloween party and a Sip & Paint event, and even offering administrative support in our offices.

With our volunteer program structure in place, we can continue to expand our efforts and open up new and creative opportunities for the community and our participants to connect, socialize and learn from each other.

## **CEI PARTICIPANTS GIVE BACK**

CEI participants also find purpose by donating their talents in service to others. Just a few of the ways they give back to the community include making treats for our annual Holiday Toast to thank supporters, sewing quilts to donate to neo-natal wards and homeless shelters, and even volunteering at the Alameda County Community Food Bank.

“*I like CEI's mission and the services they provide to seniors. Volunteering here makes me feel like I'm making a difference in the community.*” — Mia, CEI PACE Corps Volunteer



# Improving Nutrition

Studies show the link between nutritious food and better physical and mental health. But many CEI participants do not have reliable access to healthy food due to financial issues, digestive problems, bad teeth, or even difficulty shopping for and preparing meals. CEI's new nutrition initiative, *A Healthy PACE*, is aimed at increasing the ways we make people aware of and provide them access to good food.

## CONNECTING THROUGH COOKING

### Cooking Classes

When participants told us they wanted some place at our centers to cook for themselves, we had no idea of all the positive things that would emerge from providing this space. Cooking tasks such as measuring, cutting, pouring and stirring offer unique occupational therapy. And we encourage everyone to share their favorite recipes, creating a celebration of different cultures through food. Participants tell us that these twice-monthly classes have stirred fond memories and provided a means to bond and get to know each other in a way that transcends language barriers.

Demonstration kitchens like those in San Leandro and Downtown Oakland will be a part of each new PACE center going forward. As we are witnessing, communal preparation of food helps older adults connect with their past, their culture and each other.



## HOME-DELIVERED MEALS

### Eating Well While at Home

Weekly evaluations by CEI's care teams help identify participants with food security issues, and whether their need is ongoing or temporary, such as after a hospital stay. Thanks to funding from generous donors, we can fill these gaps and help provide our seniors with the healthy food they need, whenever they need it. Beyond serving a hot and nutritious meal to elders when they visit a center, we can also provide them with prepared meals to take home or deliver meals to those who are homebound. What's more, the food is personalized to each individual's preferences and dietary restrictions.

## CREATIVE COLLABORATIONS

### Teaming Up with the City of San Leandro and the Alameda County Community Food Bank

In the Fall of 2019, a group of our staff and participants joined the City of San Leandro in packing bags of food at the food bank in Alameda. The bags were then distributed to the seniors at our San Leandro center. This opened our eyes to a new avenue for addressing food insecurity among older adults.

### Providing Hands-On Experience

Luk Savio, a student dietitian from Hong Kong, shadowed CEI nutritionists during a two week visit to the United States to learn about designing delicious meals with high nutritional value for a widely diverse population.

“ Studying how CEI meets the nutritional needs of its PACE participants ‘raised the bar’ for my peers back in Hong Kong.”

— Luk Savio



# Working for a Better Future

CEI is offering our unique insight and knowledge about elders and the challenges they face to organizations and government agencies that are focused on improving the lives of seniors today and for decades to come.

## ADVOCATING FOR SENIORS

### Livable Oakland

Livable communities are all about making places work well for people of all ages, particularly older adults. Realizing that many of our participants reside in Oakland, CEI approached the city about becoming more age-friendly. The Mayor's Commission on Aging was eager to partner with us, so we set out to assess the need for and viability of making Oakland a more livable community. In 2019, the Oakland Commission on Aging successfully lobbied the City Council for significantly more money to be allocated to elders. These funds will be used for a variety of purposes, including improving food security for vulnerable older adults, upgrading technology in senior centers, and establishing a home-match program that brings together elders who have extra living space with others who need housing.

### Bay Area Senior Health Policy Forum

In December 2019, CEI was a primary sponsor of this sixth biennial conference, centered around informing policy and creating a healthy aging environment. "Shaping the Future Together: Aging in the Bay Area" brought together 250 advocates, policymakers, providers and stakeholders for a roundtable discussion, eight breakout sessions, a networking lunch and more centered around finding creative ways to strengthen the safety net for seniors. Topics covered included regional trends and opportunities in senior homelessness, the 2020 census, making age-friendly plans actionable, and innovative, supportive senior housing models.

“ I came away from the Senior Health Policy Forum with a deeper understanding of challenges that providers, family caregivers, and older adults face when trying to access appropriate housing, services and supports. We have an opportunity to address such things in California's forming Master Plan on Aging. I commend the leadership by our two Bay Area PACE organizations, CEI and On Lok, for convening their 6th Health Policy Forum. It was incredibly valuable.”

— Kim McCoy Wade, Director, California Department of Aging



Grace Li, CEO On Lok Lifeways, Assemblymember Ash Kalra (D-San Jose), and Linda Trowbridge, CEO Center for Elders' Independence.

“Some of the most exciting innovations in technology today are happening in the healthcare space. CEI’s expertise as a PACE provider is playing a critical, unique role in advancing promising start-up technologies to improve and expand care for older adults when and where they need it most - at home.

— Irem Mertol-Rami, FEI Trustee

## EMPLOYING TECHNOLOGY

### Health Tech Committee

Healthcare presents one of the biggest, most exciting opportunities for technology to have a profound impact on our lives, especially for older adults. This goes beyond sophisticated in-home monitoring services to solutions that work proactively to predict changes in someone’s condition. As a respected authority on senior issues, CEI is a sought-after consultant and proving ground for startups looking to improve healthcare through technology. CEI’s Health Tech Committee has standardized the process for evaluating these opportunities and their practicality for our participants, and is helping CEI discover innovations with tremendous promise.

### CPUC Grant

In-home Internet access and tablets are a great way for elders to stay in touch with family, keep up with the news, track their medications and entertain their minds. But many CEI participants cannot afford this technology. CEI applied for and was awarded a \$160,000 grant from the California Public Utilities Commission to put toward digital literacy and education for older adults. CEI is leveraging this funding to help seniors respond to the 2020 census, sign up for health care benefits like CalFresh and develop personal plans for emergencies. We are seeking funding for hotspots, smart devices, and more to help our participants connect digitally with family and friends.



# Enabling the Greater Vision

CEI's fundraising arm, the Fund for Elders' Independence (FEI), is fortunate to have a highly involved board of volunteer trustees who offer their particular areas of expertise and interest to drive the organization forward. They introduce us to interesting ideas and opportunities that help CEI be more creative in how we advance elder issues. FEI's efforts—combined with the funding provided by our generous donors—enable CEI to grow in exciting new directions that improve seniors' lives.



## Healthcare Technology

We are lucky to have Irem Mertol-Rami volunteer for our FEI board and bring her passion for discovering new delivery models and technologies to enhance aging in place. With her insight and connections, Irem is an ideal person to help CEI discover the latest trends and advancements for improving the lives of older adults. She has introduced her network of healthcare innovators and funders to CEI, where we are working together to evaluate and provide input on solutions in progress that have the potential to help enhance and expand senior services through technology, as well as ways to employ existing technology.

“CEI has flourished and grown more innovative under Michael Smart's decades-long leadership of our board of directors. As we transition to a new chair, we are grateful for Michael's vision and invaluable contributions, and look forward to benefiting from his continued input.”

— Linda Trowbridge



Michael Smart and his wife Carolyn Novosel.



### Senior-friendly Design

Kava Massih is a highly renowned architect whose specialty is transforming urban settings with challenging issues, such as those where existing structures must be incorporated, rehabilitated or preserved. Working with KMA associates, Jerry Mastora and Mary Williams, have helped CEI disrupt the top-down approach to designing senior facilities and instead solicit input from the participants who will actually use the space. CEI now uses the insight gained from this process and partnership to inform the design of our new centers and rehabilitation of existing facilities. CEI and our participants are benefiting immensely from this perspective and knowledge about how to develop spaces that truly meet the needs and wishes of today’s older adults—designs that are easily applied to supporting the disabled community as well.



### Reframing Attitudes About Aging

Dr. Nader Shabahangi is a man of many talents: the co-founder of assisted living communities in the Bay Area, as well as a respected author and licensed psychotherapist. But the talent he brings to CEI is helping people view aging in a whole new way. Believing that growing old is the best time of life, Nader facilitates CEI’s series of popular “eldership” events that help people examine their attitudes, thoughts and worries about getting older. Participants and their families, our support organization partners and community members are all invited to these to free community events. People walk away with a new perspective on the progression of life and how to find joy and fulfillment at any stage.

## THANK YOU TO OUR BOARD MEMBERS

CEI could not accomplish all of the good work we do without the dedication and invaluable wisdom and support offered by our volunteer boards.

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January 1, 2019 – December 31, 2019

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Oakland Ice Center  
Oakland Zoo  
Pier 39  
Pixar Animation Studios  
Ray Morgan Company  
RoastCo  
Sonoma Canopy Tours  
Sorensen's Resort  
Swiss Louis Restaurant, Inc.  
The Cliffs Hotel & Spa  
The Walt Disney Family Museum  
Vichy Springs Resort  
VJB Cellars  
Wellington Cellars  
Zulu Nyala

*We regret any errors or omissions. For corrections please contact Lenore McDonald at: (510) 433-1150*

# Providing Coordinated Care to East Bay Seniors



## CENTER LOCATIONS

1. Downtown Oakland Center  
510 17th Street  
Oakland, CA 94612
2. Downtown Oakland Clinic  
1955 San Pablo Avenue  
Oakland, CA 94612
3. Berkeley PACE Center  
1497 Alcatraz Avenue  
Berkeley, CA 94702
4. Josie Barrow PACE Center  
7200 Bancroft Avenue, Suite 188  
Oakland, CA 94605
5. San Leandro PACE Center  
1850 Fairway Drive  
San Leandro, CA 94577
6. Guardian – Adult Day Health Center  
3905 San Pablo Dam Road  
El Sobrante, CA 94803

## NEW! Opening in Fall 2020

7. Concord PACE Center  
1465 Civic Court  
Concord, CA 94520