



Atlanta Regional Commission, Area Agency on Aging

# **2011 Annual Aging Forum:** ***Forging the Future*** **New Vision, New Marketing, New Customers**

**Trinity Presbyterian Church | Williams Hall A and B**  
**3003 Howell Mill Road NW | Atlanta 30327**

The Aging Forum offers a series of half-day workshops (9 - 12 Noon) and a final full-day session for the Atlanta Regional Commission's Aging Services Contract Network.

Workshops will cover strategic planning, creative local initiatives and innovative strategies for creating a healthy and supportive community.

All sessions will be held at Trinity Presbyterian Church. Parking is free. A breakfast will be served at all workshops, and lunch will be served at the all-day forum.

Attendance is limited to agencies that contract with the ARC Area Agency on Aging to provide services to older adults and caregivers in the Atlanta region.

*To register, go to [www.atlantaregional.com/home/agingforum](http://www.atlantaregional.com/home/agingforum)*

For additional Information, e-mail Patrice Earnest at [pearnest@atlantaregional.com](mailto:pearnest@atlantaregional.com)

## 2011 Annual Aging Network Forum

# Forging the Future

## New Vision, New Marketing, New Customers

### **June 30, August 4 and September 1** **Creating a Vision for Aging Services in a Changing Environment**

Today's environment requires a new vision. This three-session series is for management staff from ARC's aging contract network and will focus on developing strategies and methods to effectively improve the way of doing business. Participants will gain a better understanding of the changing marketplace and customer base and how effective models and principles can be implemented to shape the future of their programs.

### **July 14** **New Tools and Workplace Technologies**

Technology trends are changing rapidly. Most software changes and trainings occur at light speed outside the workplace, leaving little time to catch up or catch on to the latest and greatest technologies. This session will compare the commonly used PC suite of programs and offer advice on what's best for the task at hand, take a tour and outline what's necessary to use programs such as Project Management and provide the top tips for using or transitioning to new programs. Participants will learn about innovations in the PC environment, such as video conferencing and Flex Maps and become knowledgeable about user-friendly tutorials available for continuing self-directed learning.

### **July 28** **Diabetes Outreach Initiative Session**

Diabetes is soaring among American adults. The number of American adults treated for diabetes more than doubled between 1996 and 2007, rising from about 9 million to 19 million. Unless prevention strategies aimed at weight loss and increased physical activity are widely implemented, more than half of all Americans may develop diabetes or pre-diabetes by 2020. This session will be a planning intensive for the Diabetes Management and Prevention Initiative, a 12-month project focusing on reaching seniors in community settings. Participants will gain a better understanding of the prevalence of diabetes and will know how to educate seniors on how to prevent, detect and manage this condition.

### **August 11** **Promoting Health for Life – Stepping up to the Challenge**

The aging network and senior centers play an important role in promoting public health. This session will focus on the latest recommendations for health and innovative and effective ways to prevent and manage chronic disease through nutrition and physical fitness. Participants will replenish their health and wellness toolkit with new health and wellness activities that are enjoyable and sustainable.

### **August 25** **End of Life Issues**

Helping individuals with end-of-life decisions is one of the most profound services that we can provide. Yet, as professionals, we are often uncomfortable having this discussion with our clients. This session will focus on end-of-life issues and ways in which we can have this meaningful conversation with the individuals we serve. Mari Lou Keberly from Georgia Medical Care Foundation will educate participants on ways to facilitate the discussion and how to incorporate an individual's values, goals and preferences into their end-of-life decisions and care.

### **September 8** **Living Better Longer - Integrating Technology and Services at Home**

This session will explore the dynamic and changing environment surrounding new in-home service technology and the implications for the aging service delivery system. Local companies, recognized nationally for their innovations, will showcase their services and products. Participants will learn how their services and programs can complement this new technology that enables older adults to live - at home - better and longer.

### **September 22** **Motivational Interviewing: Techniques and Tools**

Motivational interviewing is a person-centered, directive method of communication for enhancing intrinsic motivation to change by exploring and resolving ambivalence. This focused and goal-oriented technique is quickly becoming a major counseling method used by information and referral specialists, social workers and healthcare professionals. This session will provide participants with the techniques and tools used in motivational interviewing that can be applied in working with older adults in many settings such as senior centers and in assessment and counseling situations.

### **October 6** **Handling Stress During Challenging Times**

Budget cuts and difficult economic times have added more pressure than ever before for staff who are trying to do more with less. This session will provide tools and techniques that will help participants understand, identify and develop approaches to eliminating stressors, effectively managing time and implementing mechanisms for coping.

### **October 27** **General Session**

The Aging Forum culminates in a full-day session focused on new visions, approaches, challenges and partnerships for the future.