

Area Agency on Aging of Dane County

2022 Henry Norman Leck Endowment Fund Grant Application

Early in 1995, Dane County elders and the Area Agency on Aging Board were privileged to receive a bequest from the estate of Mr. Henry Norman Leck. Killed in a car accident in 1992, Mr. Leck left over \$150,000 to service Dane County elders. Realizing how quickly these funds could be spent, the Area Agency on Aging Board chose to create the Henry Norman Leck Endowment Fund at the Madison Community Foundation. Each spring, approximately 5% of the assets of the fund are distributed, on a competitive basis, to Dane County non-profit organizations, community groups, and public agencies serving senior adults (age 60+). The grants are meant to provide seed money to develop peer-to-peer prevention programs in the areas of AODA, benefits counseling, diversity & inclusion, elder abuse, health & wellness, housing, LGBTQ+, nutrition, and socialization. Leck Grants may not be used to supplant existing Dane County funding. No project will be funded more than twice.

The Area Agency on Aging Board has defined prevention as: *A process which promotes physical and emotional health by empowering persons with the resources and services necessary to confront complex, stressful life conditions and by enabling individuals to lead personally satisfying and enriching lives.* Programs that are considered for the grant:

- Include involvement and education that builds on strengths, skills, talents, knowledge, and life experience of older adults;
- Whenever feasible, involve low-income older adults (age 75+);
- Engage older adults in positive leadership roles and productive community activities; and
- Be completed by December 31st of the year it was awarded.

To apply for a grant, you must use this fillable form (your responses must fit within the allowable space) and email it with letters of support to: aaa@countyofdane.com. Completed proposals and letters of support must be received by **Friday, 6 May 2022, 4 pm**.

Proposal Information	
Project Title	Medication Safety for Seniors: How to choose safe over-the-counter products
Amount of money requested	\$3150
Agency name	Fitchburg Senior Center
Agency address	5510 Lacy Rd, Fitchburg, WI 53711
Applicant name	Amy Jordan
Applicant email address	amy.jordan@fitchburgwi.gov
Applicant phone number	608-270-4295
Communities where project will occur.	Fitchburg, WI
This project is: <input checked="" type="checkbox"/> a new project or <input type="checkbox"/> an expansion of an existing project*.	
Projects are limited to a maximum of \$22,240 total.	
<i>*If planning to expand an existing project, attach a one-page addendum describing the nature and scope of the current project and how it will be expanded. A final report that includes all materials developed for the project must be submitted when the project ends or NLT 15 January 2023.</i>	
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Area Agency on Aging of Dane County 2022 Henry Norman Leck Endowment Fund Grant Application

BACKGROUND INFORMATION

Describe the history and purpose of your organization, agency, or group. [0 points]

The Senior Center is a Department of the City of Fitchburg and has been serving older adults for over 30 years through outreach, case management and nutrition programs as well as active and passive activities.

The mission of the Fitchburg Senior Center is to advance healthy aging from vibrant to vulnerable populations through diverse social, recreational, and volunteer opportunities and supportive services.

The vision of the Fitchburg Senior Center is to become the recognized leader in building connections and opportunities to reimagine aging and empower individuals to be their best selves.

Briefly describe the proposed project and state what you will implement and complete in 2022. [0 points]

The Fitchburg Senior Center is partnering with Dr. Chui and her research team at the University of Wisconsin-Madison School of Pharmacy to educate seniors about safe and unsafe over-the-counter medications. Senior center volunteers and 2 older adult community members will form an educational team to learn about medication safety. Then, the educational team will design educational pamphlets to educate other community members about how to safety shop and select an OTC that is safe for them. They will also develop a pre/post test survey. Once a month during the summer of 2022, groups of 8-10 seniors will go on pharmacy field trips to learn about medication safety and shop for medications together. Pamphlets will be used to educate and inform their medication decisions. After the field trip, seniors will return to the Fitchburg Senior Center to have refreshments and debrief about their experiences.

Approximately how many older adults age 60 and older are anticipated to be directly involved in the implementation of this project?

2

How many will be indirectly involved?
(i.e., audience members, recipients of peer education, etc.).

30

Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application

Proposal Request

Up to **10 discretionary points** may be awarded based on the project being innovative and will make a good model for others to replicate.

Up to **10 discretionary points** may be awarded based on the likelihood the project will be successful and will impact low-income older adults age 75 and older.

1. Which peer-to-peer activity focus will this project address? (Check only one)

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> AODA | <input type="checkbox"/> Benefits Counseling | <input type="checkbox"/> Cultural Diversity |
| <input type="checkbox"/> Elder Abuse | <input checked="" type="checkbox"/> Health & Wellness | <input type="checkbox"/> Housing |
| <input type="checkbox"/> LGBTQ+ | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Socialization |
| <input type="checkbox"/> Other: _____ | | |

2. Explain why this project is needed and where the idea came from. [5 points]

A major risk to older adults is taking medications that can increase their risk of falls or lead to hospitalizations. Inappropriate OTC medication use leads to 178,000 hospitalizations in the United States every year. Despite representing only 16% of the U.S. population, older adults account for approximately 40% of all OTC medication use. The idea for this project stems from the research the University of Wisconsin-Madison School of Pharmacy is doing to increase medication safety. As a partner of the Fitchburg Senior Center, the researchers can help us educate our senior community members and improve their medication selection skills, with the goal of reducing medication misuse in our community.

Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application

3. State the objectives to be achieved in terms of expected changes in attitude, knowledge, behavior, skill, etc. of participants. [5 points]

Our goal is to make our community members more aware of the potential risks that OTC medications pose on their health and wellness. We want to increase their understanding of why these medications are not safe for them to take, and educate them on how to safely select an appropriate alternative.

4. For each objective listed, explain how you will measure the extent to which you have achieved that objective. [10 points]

We will administer a short pre-test/post-test survey to test the effectiveness of our approach. This survey will include questions about their previous understanding of medication safety, their perspective on OTC medication safety and how it might have changed, and what they can do to spread awareness. This survey will also help us improve our techniques for future medication safety-related educational experiences.

Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application

5. Explain the methods, activities, and timeline for accomplishing the goals. [10 points]

First, we will ask for interested volunteers at the Fitchburg Senior Center to participate in an educational team, including at least 2 older adult community members. In June, this educational group will meet with the UW-Madison research team to learn about the impact of OTC medication on their health. They will design a pamphlet and a survey to convey their learned information to their fellow senior center community members. We plan to host 3 pharmacy field trips, once per month during the summer of 2022. Each field trip will transport 8-10 seniors to a nearby pharmacy, along with the educational team. The research team will be available, as well, to answer any questions. First, they will administer the pre-test survey. Then, they will use their pamphlets to guide fellow seniors to an informed decision while shopping for an OTC medication. The field trip will conclude with refreshments at the Fitchburg Senior Center. Seniors will discuss what they have learned, what surprised them, and how this information will impact their medication selection in the future. The experience will conclude with a post-test survey.

6. What specific population is being targeted as participants? [5 points]

The senior community members of the Fitchburg Senior Center are our targeted participants.

7. Describe outreach efforts to recruit participants. [5 points]

We will use our network of volunteers and active senior community members to recruit peer leaders for our educational team. We will highlight the field trip opportunity through case management outreach, email blasts, and monthly newsletters.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

**8. Who will you be collaborating with on this project? How will the collaborators be involved?
Attach letters of support. [10 points]**

We are collaborating with Dr. Chui and her research team at the University of Wisconsin-Madison School of Pharmacy. Attached is their letter of support. They will assist us in providing evidenced-based education on OTC medication safety to the educational team. Additionally, they will be available as a resource to seniors who need assistance during the field trip and debrief.

9. How will older adults be involved in planning, leadership, implementation, and evaluation of the project? [5 points]

We will recruit two older adult community members to be stakeholders in our educational team. They will provide a necessary perspective on our training model and be our resident experts. They will lead the development of the pamphlet for the pharmacy field trips and design the survey to inform how to improve the experience for future field trips.

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

10. Who will implement this project? What are the qualifications and experience of the person(s) responsible for this project? [10 points]

Fitchburg Senior Center Case Managers will implement the project, including advertising, recruiting, and the handling the needs of the participants. The two individuals organizing the project are Case Managers with Fitchburg Senior Center with decades of experience working with older adults.

Case Managers role includes planning, implementing, coordinating, monitoring, evaluating, and advocating for options and services required to meet the needs and preferences of older adult clients in the community. Having this training available as a resource to provide to clients is important, especially to those most vulnerable in our community.

A pharmacy student intern will accompany the Case Managers and participants during the presentation and to the pharmacy. The student intern is currently enrolled in a graduate pharmacy program.

Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application

11. Complete the following chart, indicating amount requested from the Leck Grant, matching funds from other sources, and the total cost of the project. [5 points]

Item	Amount Requested	Matching Funds**	Total Cost
Personnel	1600.00		\$1600
Space Costs		In Kind	0
Supplies	\$470		\$470
Transportation	\$630		\$630
Equipment Rental*			
Other	\$450		\$450
TOTAL		In Kind	3,150

* Equipment/capital purchases are not allowable with Leck funds.

** Cash or in-kind support.

12. Explain each budget item and why it is necessary for this project. [5 points]

Item	Why is this necessary?
Personnel	Time Spent Administrative - outreach, recruitment, marketing, reporting, Training of CM/Training of Participatns Pharmacy Visits Appox. 50 hrs@ \$32
Space Costs	In Kind
Supplies	Copies of materials, binders, Appox. \$15 X 30 participants = \$450 Marketing Flyers - \$20
Transportation	50 miles X .585/mile = \$30.00 15 cab vouchers @ \$40 = \$600
Other	Gift cards for 2 Older Adult Champions \$50 training X 3 trainings each \$50 for refreshments X 3

**Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application**

- 13. Explain any cash or in-kind support for this project and the source. Include any volunteer hours contributed to the project as in-kind support. If you have already submitted or are planning to submit this proposal to other funding sources, indicate the amount requested and the status of all proposals. If this project is already in existence, list current funding sources. [10 points]**

Senior Center will donate classroom space and provide any A/V equipment necessary to offer the trainings.

- 14. How will the project continue after this initial funding is exhausted? [5 points]**

As leaders in our community, Fitchburg Senior Center can demonstrate how this peer-to-peer model can positively impact the health and wellness of seniors. After we have implemented and tested our educational model, we can use the resources we have created to expand our field trips to other senior centers across Dane County. Most importantly, the participants can share what they have learned with their friends and family, using the seniors will be able to share what they have learned with their friends and family, spreading awareness about safe OTC use.

Area Agency on Aging of Dane County
2022 Henry Norman Leck Endowment Fund Grant Application

15. How will this project be evaluated? [10 points]

This project will be evaluated using a pre-test/post-test model. The educational team, with the help of UW Madison researchers, will develop a survey that can show a direct comparison between the participants understanding of medication safety before and after their pharmacy field trip. This information will be used to test the effectiveness of this peer-to-peer education model and guide future adaptations of this educational experience.