



DEPARTMENT OF PARKS AND
RECREATION

CITY OF SACRAMENTO
CALIFORNIA

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August 28, 2007

Parks and Recreation Commission
Sacramento, California

Honorable Members in Session:

SUBJECT: Triple-R Program Update

LOCATION/COUNCIL DISTRICT: North Sacramento – Woodlake Elementary School – Council District 2; Midtown – Ethel Hart Center – Council District 3; Greenhaven – Asian Community Center – Council District 7

RECOMMENDATION: This report is for informational purposes only.

CONTACT: Sylvia Fort, Recreation Manager, 808-8381

PRESENTER: Rosanne Bernardy, Recreation Superintendent, 808-1590

FOR COMMISSION MEETING OF: September 6, 2007

SUMMARY:

A minor restructuring of the Triple-R program is taking place as a way to expand service to memory-impaired seniors and their families. On September 1st the Triple-R program at the Woodlake site in north Sacramento was suspended to develop a new program model and accompanying outreach efforts. Targeted community outreach is necessary to advertise and build clientele for this new service delivery model which is projected to be implemented at the Woodlake site in January 2008.

BACKGROUND INFORMATION:

Triple-R is a licensed adult day care program serving the recreational needs of the growing segment of the senior population affected by memory loss, as well as their families who have chosen to care for them at home. Established in 1992, this fee based

program is geared toward seniors with moderate to severe dementia. Triple-R operates at three sites: in midtown Sacramento, at the Ethel Hart Center, open 5 days a week; in Greenhaven at the Asian Community Center, open 3 days a week; and in north Sacramento, at Woodlake Elementary School, which operated 2 days a week until September 1, 2007. The program serves residents of every council district. Scholarships for low-income families are provided by the Hart Trust Fund, Del Oro Caregiver Resource Center and UCD Medical Center.

Older adults experiencing memory loss have a considerable need for socialization and life enriching activity. They are often very physically capable, and yet, because of their cognitive disability, they have very few options for getting these needs met and are very vulnerable to isolation. Triple-R participants enjoy a lively day of activities, including dancing, singing, art, gentle exercise and socializing with peers in a dignified environment. In turn, family caregivers receive the gift of time – to rest, run errands, participate in recreational activities themselves or continue with a career, while knowing a loved one is enjoying an enriching day in a safe environment.

Several factors including fee increases to cover continually rising labor costs and the challenge of getting the word out about the program have resulted in a downturn in Triple-R program enrollment overall. A comprehensive plan is being developed to increase the number of families served by Triple-R program.

First, a new service model and funding mechanism for the north Sacramento site is being developed. The new model, currently referred to as "Club Triple-R", will be geared toward a higher functioning clientele, with service provided at a lower fee than the other sites. This strategy will allow families to access adult day programming at an earlier stage in the disease process and this site will serve as a "feeder" for the Midtown and Greenhaven programs where more extensive needs can be accommodated. A three-way collaboration between Triple-R, UCD Medical Center SALSA Project and Del Oro Caregiver Resource Center has been established to ensure that the new model meets the needs of Latino families and outreach to this segment of the population is included. On September 1st service was suspended at the Woodlake location and the five participants enrolled were transferred to other Triple-R locations. The projected date for re-opening the site is January 2008.

A second strategy involved marketing and outreach to the community. A marketing analysis of Triple-R program was recently conducted by the Parks and Recreation Marketing section which resulted in several new ideas to promote the program. As a result, a portion of the Triple-R staff time will be dedicated each week to implement a more intensive marketing and outreach plan.

FINANCIAL CONSIDERATIONS:

Efforts are underway to secure additional grant funding in order to diversify Triple-R's revenue streams. A funding proposal to the Sutter Community Grants program received a positive response and resulted in an invitation to compete for one of 15

grants early this fall. In addition staff will continue to explore other grant opportunities in both the recreation and healthcare arenas. Increasing costs have resulted in decreased enrollment necessitating the implementation of a new program service delivery model.

ENVIRONMENTAL CONSIDERATIONS:

Not applicable to this report.

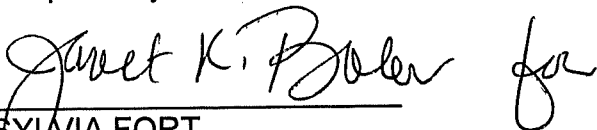
POLICY CONSIDERATIONS:

The operation of the Triple R Adult Day Program is consistent with the City's strategic plan to achieve sustainability and livability and its mission to protect, preserve and enhance the quality of life for present and future generations.

EMERGING SMALL BUSINESS DEVELOPMENT (ESBD):

Not applicable to this report.

Respectfully submitted,

 *Janet K. Boler* for

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Recreation Manager