



Affordable Programs: Aging in Place *The Warm House Model*

**Mary Pivawer, Director
Senior Friendly Neighborhoods**

**Gail Zuskin, Vice President
Jewish Community Center**

What is “Aging in Place”?

A phenomenon in which individuals who moved into housing when they were younger have remained there and grown older.



What is a Naturally Occurring Retirement Community?

An apartment building, housing complex, or neighborhood, not originally built for seniors, where a large number of the residents are older adults.





What is a NORC Supportive Service Program?

A collaborative partnership among:

- Older adults
- Social service and health care providers
- Housing entities
- Government and/or private funders

that locates supportive services in a NORC.

What is Different about NORC Supportive Service Programs?

- On site
- Collaborative partnership
- Prevention focused
- Community orientation





What Does the Northwest Baltimore Community Look Like?

- Multiple housing types
- Center of the Orthodox Jewish community
- African American and Latino residents
- 2,600 older adults in the area (1/3 of the total households)
- 30% of households over age 65 live below the poverty level

Senior Friendly Neighborhoods



- Senior Friendly Neighborhoods empowers older adults from diverse backgrounds to remain healthy, independent, integrated, and valued members of the northwest Baltimore community.



Current Senior Friendly Agency Partners

- **THE ASSOCIATED: Jewish Community Federation of Baltimore**
- **Comprehensive Housing Assistance, Inc.**
- **Jewish Community Center**
- **Jewish Community Services**
- **LifeBridge Health**
- **Edward A. Myerberg Senior Center**



Current SFN Services

- Recreational Activities

- Central locations, buildings, and Warm Houses

- Social Services

- I & R, case management, and counseling

- Health Education

- Group and individualized services

- Transportation

- Shuttles, volunteer drivers, & subsidized taxi vouchers

Warm Houses



What is a Warm House?



A monthly gathering of older people with culturally similar interests in their home.



Baltimore Warm House Model

- Neighborhood
 - Individuals that live in single family homes near each other
- Small building
 - Apartment dwellers in buildings with no centralized meeting space
- Special Interest
 - Individuals with common interests gather in a central location



Outreach, Outreach, Outreach!

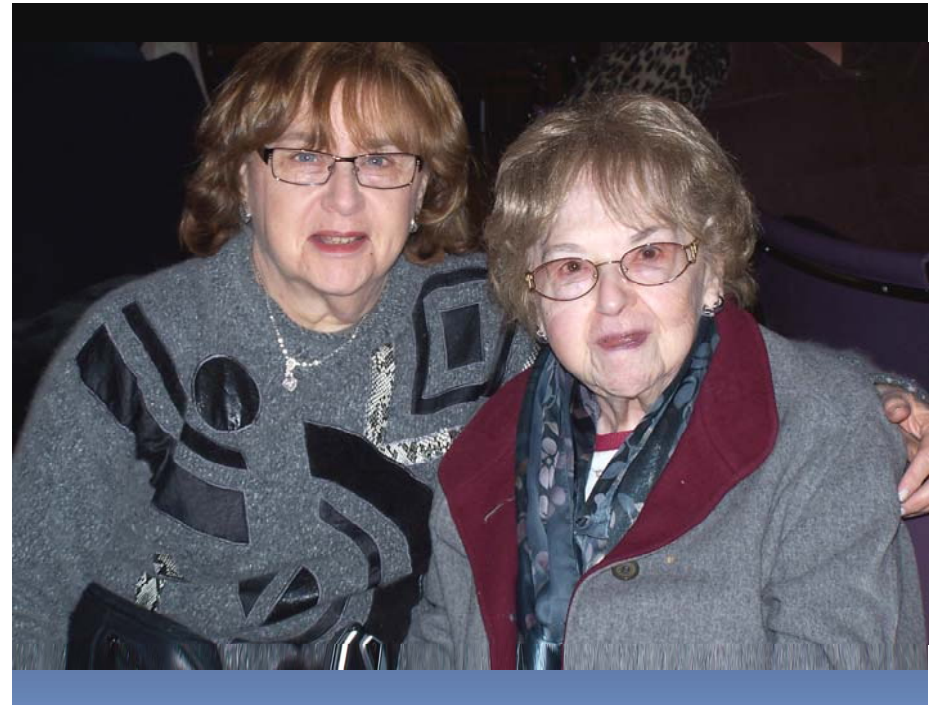
- Mapping of current clients in a specific catchment area
- Phone calls and letters
- Invitations
- Door knocking
- Neighbors referring neighbors

“My house is like a prison. I have just myself and these walls. I would love to have others come to my house.”



What do you need to get started?

- Optimal number of participants
- A host
- Professional staff
- Accessible location





Factors for Success

- Find common connections among participants
- Determine content of meetings by consensus
- Help participants develop relationships
- Use professional staff to monitor participants and link to other services
- Have partnerships in place with other programs to provide additional services



Funding Warm Houses

- Initial outreach is time intensive
- 5 hours/month per warm home staff time
- Interdisciplinary time
- Refreshments
- Optional:
 - Honorariums for speakers
 - Host gifts
 - Other program supplies



Outcomes for Participants

- Improves social support networks
- Opportunities to meet new people
- Sense of belonging to the community
- Decrease in loneliness
- Gives hosts feeling that they are doing something worthwhile
- Facilitates access to social services



How to Contact Us

Mary Pivawer: mpivawer@srfriendly.org

(410) 843-7334

Gail Zuskin: gzuskin@jcc.org

(410) 356-5200 x 414