

GRAPEvine



www.grapelder.org

SEPTEMBER 2009

IN THIS ISSUE

PRESIDENT'S MESSAGE

OLDER WOMEN TAKE GIANT STEP FORWARD

WELCOME NEW MEMBERS

SEPTEMBER AND OCTOBER MEETING DATES

UPCOMING EVENTS

This article was submitted by Jeanne Jones. Jeanne was able to make these remarks at the United Nations on July 21st as the CEDAW Panel of Experts met in their Summer Session.

This same article will be published in the Fordham University September newsletter. Jeanne was asked to write a history of the older women's movement at the United Nations.

Older Women Take a Giant Step Forward

"Distinguished Panelists: Thank you for giving me this opportunity to speak. My name is Jeanne Jones and my organization is the Greater Rochester Area Partnership for the Elderly. I was one of the lucky ones to have begun this journey back in 1999 during the International Year of Older Persons. At that time I represented AARP, and my colleague, Natalie Gordon, represented International Federation of Ageing.

"For many older women, aging means putting the pieces together so that we will be able to age with grace and dignity. For many, many more, there are no pieces to put together. For many, from an infant girl's birth, through womanhood, to old age, endurance without relief and without rights has been their lot. For many, there has been no choice but to endure. Women have become excellent at enduring. I am so grateful that you have taken this step on behalf of older women. Thank you, thank you. It is time for all women to be able to look forward to an old age with dignity."

Continued on page 5

FRONT PAGE SPONSOR



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A great opportunity to advertise your business and support G.R.A.P.E. at the same time. Your ad will not only be seen by G.R.A.P.E. members but also by anyone who visits the G.R.A.P.E. website and reads the GRAPEvine online. The front page ad space is **premium ad space**. Equal to a breakfast and lunch sponsorship ad at the price of \$125.

Contact the G.R.A.P.E. Office at 256-4351 if you are interested in placing your ad here for the October Issue.

President's Message

www.grapelder.org



**BY G.R.A.P.E. PRESIDENT
MATT TONSICH**

Welcome back from summer fellow G.R.A.P.E. members. I hope everyone had a chance to enjoy the heat either here in town, or on the beach of your choice. My family vacation brought me to sunny southern California to visit some family. We had a great time. Are we all ready to get back to work?

On my first piece of business, I would like to welcome all of our new members that came on board over the summer. As you all know, one of the best ways to get the most out of your G.R.A.P.E. membership is by joining a committee. Committee membership can help you network with others and give you up-to-date information on what is happening in the field of elder care.

The next agenda item is our new location for the breakfast program. Our 2009/2010 season will be held at The Briarwood at St. John's Meadows, 1 Johnsarbor Drive West (off Elmwood Ave). The first breakfast will be held on September 16th. There will be networking, from 8:00am - 8:30am and we will have a presentation on Health Care Reform from 8:30-9:30am. As a reminder, the breakfast program is held the 3rd Wednesday of each month. No RSVP is required.

Our final agenda item is our luncheon program. On September 22, at noon, the Jewish Home will be hosting our first meeting with an overview of Parkinson Disease as the program presentation. An RSVP is required to attend this event. Please RSVP by going to the G.R.A.P.E. Website www.grapelder.org and select Member Login from the home page.

I look forward to seeing everyone at these upcoming events. As always, if I can answer any questions you might have about G.R.A.P.E., especially on how to get more involved in G.R.A.P.E., please use my contact information below.

*Matt Tonsich is the President of G.R.A.P.E. and General Manager
of Angels in Your Home. He can be reached at
(585) 392-1118 ext 301 and gmhc@hiltoneast.com*

The GRAPEvine: September 2009

Membership

Membership Year: July – June

Individual Professional - \$85 * Matriculated Student - \$40

Retired Professional - \$40

Membership Chair: Kate McDonald & Madelyn McCarthy

E-mail: info@grapelder.org

www.grapelder.org

Welcome New Members

Kimberly Kalish, PhD
Jewish Family Service
441 East Ave.
Rochester, NY 14607
585-461-0110
kkalish@jfsrochester.org

Janice McMullen
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Rochester, NY 14623
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Monroe County Office for the Aging
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aconlon@monroecounty.gov

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Companion Care of Rochester
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Alan Balkin
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1325 East Victor Rd
Victor, NY 14564
585-742-2854
0125sc@ncr.org

Membership Application

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Organization: _____

Program: _____

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City, State, Zip: _____

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Phone: _____

Fax: _____

Type of Membership

— **Professional**
Individual membership for.....\$85

— **Student**
Matriculated students.....\$35

— **Retired Professional**
Retires from field of aging.....\$40

Send completed application and payment to:
Greater Rochester Area Partnership of the Elderly
100 McAuley Drive, Suite 2000
Rochester, NY 14610
(585) 265-4351

www.grapelder.org



Announcements

www.grapelder.org

State Society on Aging of New York
(SSANY) presents
"Caregiving & an Aging Population"



**October 15-17th,
2009**

The Hyatt Regency, Rochester, NY

37th Annual Conference of the State Society
on Aging of New York

Visit the SSA Webpage: www.ssany.org for
detailed conference information:
conference registration, and sponsorship /
exhibitor / & advertising opportunities.



**Please welcome Janice Osborn,
G.R.A.P.E.'s new
Executive Assistant.**

Janice will be working in the
G.R.A.P.E. Office part time with
Kathleen Krauss. Please give Janice
a warm welcome when you see her at
some of the upcoming events.

Care Coordinator Needed

Touching Hearts at Home

We are seeking a highly motivated individual who will have responsibility for quality of care of our clients. Beginning with intakes, you will create and monitor care plans and otherwise ensure that our services are meeting the needs of our clients and their families. Networking in the community to promote our services is also involved. We prefer a BSW, LPN, or RN, as well as a minimum of 3 years of solid experience working in the field of elderly caregiving. Key attributes we seek are excellent verbal communications, strong interpersonal skills and schedule flexibility. Competitive compensation and benefits offered.

Please submit resume to

mark@touchingheartsny.com

(no phone calls please)

**Friends--- Yes it's time to "MOVE . . . to make a
difference!" Alzheimer's Walk. . . with a purpose**



SAVE THIS DATE:
Saturday, September 26, 2009
Monroe Community Hospital,
435 E. Henrietta Road.

The Alzheimer's Association Memory Walk® is the nation's largest event to raise awareness and for Alzheimer's care, support and research programs. The event, held annually across the country, calls on volunteers of all ages to become champions in the fight against Alzheimer's.

Open House for New Medical Practice and Rehab Facility

Date: 09/09/2009

4:00pm - 6:00pm

Location: Independent Living for Seniors
2066 Hudson Ave. Rochester 14617

Rochester Wellfest

Date: 09/22/2009

Time: 11:00am - 5:30pm

Location: Raddison Riverside

Psoriatic Arthritis and Ankylosing Spondylitis:

Diagnosis and Treatment

Date: 9/10/2009

Time: 6:30 pm

Location: Pittsford Library, State St., Pittsford



Announcements

www.grapelder.org

Mark Your Calendars for the G.R.A.P.E. Membership Breakfast Meeting



Wednesday, October 21, 2009
8:00 to 8:30 am - Networking
8:30 to 9:30 am - Program

Location: The Briarwood at St. John's Meadows
1 Johnsarbor Dr. West, Rochester

Presented By: Lisa Newcomb, Executive Director
The Empire State Association of Assisted Living

Lisa Newcomb will speak on Assisted Living Regulations - specifically stated as regulations pertaining to the Assisted Living Residence, Enhanced Living Residence, and the Special Needs Assisted Living Residence

Mark Your Calendars for the G.R.A.P.E. Membership Luncheon Meeting

Tuesday, October 27th, 2009
12:00 Noon—1:30 pm

RSVP Required through the website www.grapelder.org

Presented By: Cindy Steltz,
Lifespan Director of Community Education

Topic: Issues related to freedom of sexual expression in
congregate housing settings

Location: Charlotte Harbor Townhomes
4575 Lake Ave, Rochester



I was pleased to be able to make these remarks at the United Nations on July 21st as the CEDAW Panel of Experts met in their Summer Session. On their agenda was a motion to accept a General Recommendation on

Older Women. It was a celebrative moment for those of us who had worked to bring awareness to older women over the past ten years and more.

What is CEDAW? And why is this important to older women?

The Convention to Eliminate All Forms of Discrimination Against Women (CEDAW) has been ratified by 186 of the 192 nations in the world*. What that means is all countries who have signed onto CEDAW agree that they will take steps to promote women's equality and they will report to the United Nations on how they are eliminating discrimination against women. Countries that have ratified or acceded to the Convention are legally bound to put its provisions into practice**. They are also committed to submit national reports, at least every four years, on measures they have taken to comply with their treaty obligations.

Up until this time, there has never been a requirement to better the lives of older women.

Adopted in 1979 by the UN General Assembly, the Convention is often described as an international bill of rights for women. Consisting of a preamble and 30 articles, it defines what constitutes discrimination against women and sets up an agenda for national action to end such discrimination.

Up until this time, there has never been an article relating to older women.

The movement to recognize older women in United Nations deliberations began in the 1990's. Those of us who advocated for older peoples' rights at the United Nations were concerned that older women were invisible, overlooked when speaking out for the aging population, and completely ignored by women's rights groups. Women's organizations were very active at the United Nations during the 1990's, sometimes known as the

decade of international conferences, and their efforts were focused on promoting gender equality. Whether it was the incredible amount of work that went into convincing 185 member states of the validity of gender equality, or that older women represented an unpleasant reminder of their own aging and mortality, the concerns of older women were sidestepped and put off for another time.

The negotiations and deliberations at these international conferences can be complicated, and at times, very heated; the needs of older women were regarded as trivial in the face of such important matters as civil unrest, famine, and migration, all of which had to be discussed and resolutions agreed upon by 185 countries. Major cultural and economic differences, as well as political alliances, dominated the deliberations.

Those of us who attempted to speak up for older women were assured, and condescendingly so, that they" (meaning their governments) took care of their older women, in fact, revered and respected their older women. Yet we knew of the old women in Tanzania who are considered witches and stoned to death, and the older women in Russia who outnumber men by 3 to 1, mainly due to World War II, and whose average pension is \$20 US per month, that inheritance laws favor men in many countries in the mid-East and widows are left penniless, and that China faces an elderly caregiving challenge because of their one-child policy.

Overcoming such rigid opposition pressed our group to become more organized and creative. Some, or all, of us attended every international conference: Population and Development in Cairo; Social Development in Copenhagen; Women's Conference in Beijing; Habitat and Human Settlements in Istanbul; and lobbied hard to have these three words included in any agreed-upon language regarding women: "*Women of all Ages.*" It was a crack in the door. We attended every caucus, from children's rights, to women trafficking, to rural poor, to access to clean water. The message was: older women are involved in every aspect of life.



By 1999, the UN International Year of Older Persons, we had made enough progress in bringing awareness to older women issues to be invited to participate in the Commission on the Status of Women at the United Nations. Although not one of the official issues (which all governments need to agree upon before the Session begins), the older women issue was accepted as a parallel issue. That allowed us entry into the proceedings and afforded us the opportunity to solicit from among the 1200 women who attended the Session to join a task force on older women. Again, we made our presence known in every caucus, urging them to include “*Women of All Ages*” in their presentations to government delegations.



Convention on the Elimination of All Forms of Discrimination against Women

Once the two-week session of the Commission on the Status of Women was over, we lobbied to have our older women task force recognized by the NGO (Non-Governmental Organization) Committee on the Status of Women. There are many NGO committees at the United Nations that conduct research and advocate on behalf of their particular issue. The NGO Committees range from children’s rights to religious freedom to sustainable development. The NGO Committee on the Status of Women is one of the more respected and organized of all committees. Our request was considered and accepted, and the older women task force became the Subcommittee on Older Women. From that moment on, with our new legitimacy within the UN network, we began our work to influence the Panel of Experts of CEDAW that older women needed to be recognized.

My colleague Natalie Gordon, International Federation on Ageing, and I, representing AARP at the United Nations, assumed the co-leadership of the new subcommittee and enlisted the help of a graduate Social Work student, Emiko Nagano, from Hunter College. Our group grew in numbers and enthusiasm. Our first task was to educate ourselves. We reviewed the Articles of the Convention on the Elimination of All Forms of Discrimination, as well as the Women’s Platform of Action that was adopted at Beijing in 1995, and documented how they related to older women. We researched which countries were to be reviewed by the CEDAW experts in the upcoming months and made visits to their UN

Missions, speaking to them about older women demographics within their countries. We attended all CEDAW sessions, took notes, and approached the CEDAW experts with our concerns.

We adopted the color purple to distinguish our older women issues from others and handed out purple briefing papers, always wearing our 3 x 5 tags that said “*Ask Us About Older Women.*” (And people did!) We attended teas and luncheons and receptions. When we went to Madrid for the 5-year follow-up to the International Year of Older Persons, we wore our purple t-shirts with the words “*Older Women Count,*” in English and Spanish.

The work continued, sometimes in full force and at other times low key. Some of our leaders passed away, new ones came on. The materials that we prepared were recycled, refreshed, and are now referred to as authoritative sources.

Last year, one of the CEDAW experts,*** Ms. Ferdous Ara Begum of Bangladesh, embraced our issue and asked our group to help document the need for a General Recommendation on Older Women that would lead to a CEDAW article expressing what each country needs to include in their efforts to eliminate discrimination and promote equality for older women. Our research was the backbone of that documentation.

On July 21, 2009, we sat in Conference Room 2 at the United Nations and listened in wide-eyed awe as our research and our very words that we had doggedly presented at every opportunity over the past ten years or more in support of older women, were delivered and sanctioned by the same UN entities that once overlooked our efforts.

A true celebration, and a giant step for older women.

Footnotes:

*the number of countries has increased since the 1990’s from 185 to 196 **the United States is one of the nations who has not ratified CEDAW ***the current CEDAW experts represent the following countries: France; [Ms. Ferdous Ara Begum \(Bangladesh\)](#); Cuba, Kenya, Jamaica, Algeria, Finland, Thailand, Ghana, Netherlands, Egypt, Israel, Japan, India, Spain, Slovenia, Mauritius, Brazil, Romania, Afghanistan, Croatia, China.

For more information about CEDAW, go to <http://www2.ohchr.org/english/bodies/cedaw/membership.htm> For more information about the UN Subcommittee on Older Women and its work, contact the current co-Chairpersons: the Judy Lear, representing Gray Panthers; and Patti Day, representing the League of Women Voters at judylear@aol.com.

Upcoming Events

www.grapelder.org



Mark your Calendar For the September G.R.A.P.E. Membership Breakfast Meeting

Wednesday, September 16th
8:00 to 8:30am Networking
8:30 to 9:30 am Meeting

Topic: Health Care Reform
Presented by: Dr. Timothy Engström, Philosophy Professor
Rochester Institute of Technology
Sponsored by: Evolution Consulting, LLC.
Location: The Briarwood at St. Johns Meadows
1 Johnsarbor Drive West ([off Elmwood Ave](#))

Join us at our first 2009-2010 breakfast meeting to learn about “Health Care Reform” from Rochester Institute of Technology’s Professor of Philosophy, Timothy Engström. Originally from upstate NY, he was educated at the University of Lund, Sweden, at the Universities of Göttingen and Tübingen, Germany, and at Edinburgh University, Scotland, where he received his Ph.D. in 1987. He has been a Research Fellow at the University of Marburg, Germany, and at the Institute for Advanced Studies in the Humanities, Edinburgh, Scotland. He is also a two-time winner of RIT’s Eisenhart Award for Outstanding Teaching. He has published in the areas of philosophy, ethics, political theory, aesthetics, and philosophy of technology, concentrating especially in comparative 19th and 20th-century European and American Philosophy. He is the co-author, with Wade Robison, of Health Care Reform: Ethics and Politics. His most recent book is Rethinking Theories and Practices of Imaging, co-authored with Evan Selinger.



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Upcoming Events

www.grapelder.org



Mark your Calendar for the September G.R.A.P.E. LUNCHEON MEETING

Tuesday, September 22nd—12:00 noon to 1:30 pm

RSVP required through the website www.grapelder.org

Topic: Parkinson Disease An Overview of the
Condition & Available Community Resources

Presented by: Parkinson Disease Specialists at
Home Care of Rochester

Sponsored by: Jewish Home

Location: Jewish Home 2021 Winton Rd. South

This educational session will provide the audience with a general overview of Parkinson Disease including symptoms, diagnosis, and treatment. Community resources available to patients with Parkinson Disease and their caregivers will be presented in an effort to outline the services offered in our community and beyond. The presenters have been trained by the National Parkinson Foundation and have dedicated much of their professional careers to treatment of patients with this disease.

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For more information or to make a referral, call us at **585-427-7760**

www.jewishseniorlife.org



Jewish Senior Life

services for healthy aging

Contact

www.grapelder.org

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| Services Directory: | Connie Craig conniecraig179@yahoo.com |
| Senior Housing Alliance: | Colleen Ussia & Tom Harner cussia@unityhealth.org tharner@peregrine-companies.com |

The GRAPEvine

...has gone green.

We appreciate your participation in G.R.A.P.E.'s efforts to go green. In addition to the PDF version you receive by e-mail, you can also read and print the GRAPEvine newsletter on the website: www.grapelder.org. It has been our plan to bring you the newsletter in a more cost-effective and timely manner, and we'd like your comments.

If you still wish to receive the newsletter through the regular mail, contact Gabe Geiger, Chair, Newsletter Committee, at ggeiger@lifespan-roch.org.

Sponsorship Opportunities

\$35 = GRAPEvine newsletter, business card size ad, FOR MEMBERS

\$40 = set of member mailing labels

\$50 = GRAPEvine newsletter, business card size ad, FOR NON-MEMBERS

\$125 = Front Page Sponsor **NEW!**

\$125 = Program Sponsor for Monthly Membership Breakfast and Luncheon Meetings

Upcoming Meetings

www.grapelder.org

The Senior Housing Alliance will begin its 2009/2010 year on Friday, September 4th @ 8:30 AM. This special interest group of G.R.A.P.E. members provides the opportunity for representatives from independent, assisted living, enriched and memory care facilities to meet and discuss specific issues related to the senior housing industry. September's meeting will be hosted by the Village at Unity, 1471 Long Pond Road in Greece.

Colleen Ussia (Village at Unity) and Tom Harner (Crimson Ridge Gardens) will serve as this year's co-chairs for the alliance. Planning for this year's initiatives has already begun, including a housing fair already scheduled at Rochester General Hospital. If you are interested in joining this special interest group, please feel free to contact Colleen (585-723-7817) or Tom (585-720-9310) or stop by our first meeting. As always, we will continue to seek input from current and new members alike regarding the direction of this group. We look forward to seeing you on September 4th.

TOOL BOX CORNER



Advocacy Committee

Watch for details on upcoming Listen In with New York State Office for the Aging

UPCOMING COMMITTEE MEETINGS:

Senior Housing Alliance September 4, 2009

8:30 am The Village at Unity 1471 Long Pond Rd

Advocacy Committee September 9, 2009

12 Noon Monroe Community Hospital, 435 E. Henrietta Rd

Marketing Committee September 9, 2009

8:30 am Bagel Bin, Twelve Corners

Program Committee September 10, 2009

8:15 am The Highlands of Pittsford

Services Directory September 15, 2009

8:15 am G.R.A.P.E. Office

Board of Directors September 15, 2009

8:15 am G.R.A.P.E. Office, 100 McAuley Dr.

Business Development September 15, 2009

3:30 pm G.R.A.P.E. Office, 100 McAuley Dr

Membership Committee September 23, 2009

8:30 am G.R.A.P.E. Office, 100 McAuley Dr

Submit your photos of G.R.A.P.E. Events

ALL submissions must be clear. We reserve the right to refuse any item for publication in the newsletter.

Please submit as a jpg. format at least 200 dpi.

Ad copy should be submitted in full color in JPG format at 300 dpi.

The GRAPEvine is the official publication of the Greater Rochester Area Partnership for the Elderly. It is published by the G.R.A.P.E. Board of Directors to communicate appropriate G.R.A.P.E. business, decisions and positions, and to keep membership informed about aging-related issues.

www.grapelder.org

GRAPEvine



G.R.A.P.E. is an organization of professionals and interested persons who aspire to improve the quality of services for older people. We accomplish this by sharing expertise, knowledge and skills, and by acting as their advocates in ways deemed appropriate by the membership. G.R.A.P.E. seeks to foster a sense of camaraderie among professionals; provide high-quality education and training; influence social and public policies and facilitate debate about emerging issues; and compile and disseminate an accurate and up-to-date listing of elder services in the Greater Rochester area.



**100 McAuley Drive, Suite 2000
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G.R.A.P.E. members are encouraged to submit ideas, pictures and articles, with subjects relating to elder care. We also solicit calendar events, announcements, and employment opportunities. Pictures should be submitted digitally to the G.R.A.P.E. office. Articles are subject to revision by the GRAPEvine Newsletter Committee. Please do not include politics, religion, or advertising in your submission. We are not responsible for errors or omissions. The information provided here does not constitute legal advice. Opinions and viewpoints expressed here do not necessarily reflect those of G.R.A.P.E. or its membership. Items for the newsletter must be submitted no later than the 20th of the month. Items may be submitted to the G.R.A.P.E. office at info@grapelder.org. We have the right to determine the size of the image and cannot guarantee its quality. All images should be clear.

Editorial Policy: G.R.A.P.E. welcomes items consistent with the mission of G.R.A.P.E. Items should be informational in nature, and of general interest to the membership. In general, content should pertain to aging-related issues that affect members or the aging populations they serve. G.R.A.P.E. does not accept or distribute items that contain advertising, or which are promotional in nature, with the exception of purchased advertisements.