

## LRGVDC Transit Services Now Offering Bus Advertising

LRGVDC Transit Services is now offering bus advertising on the transit systems: Rio Metro, Rio Transit, and Harlingen Express.

Bus advertising is a powerful medium for promoting your advertising campaigns reaching a massive audience across the tri-county area, where the people of the valley work, live and play.



Bus advertising is everywhere and will deliver your company's message up to 13 hours a day 5/6 days a week.

Our goal is to be a leader in outdoor advertising by applying the highest standards of excellence to the provision and delivery of our product and services at prices our customers can afford.

### Advantages of Bus Advertising:

- Increase sales
- Increase brand/product awareness
- Promotion of special offers / events
- Educational
- Targets the right customers for your business
- Exciting and head turning visual messages
- Shorter lead times for campaigns
- Various packages to suit your business of any size.

At the LRGVDC we take pride in our excellent customer service. We listen carefully to the needs of our customers and offer packages to suit both business and budget requirements. For further details check our website at [www.lrgvdc.org](http://www.lrgvdc.org) or contact Ken Jones at 956-682-3481.

*Get more mileage out of your advertising!*

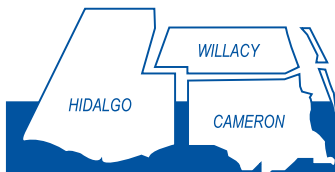
## PROGRAM SPOTLIGHT: Area Agency on Aging

The Area Agency on Aging (AAoA) is one of eight departments of the Lower Rio Grande Valley Development Council (LRGVDC). In 1981 the Texas Department on Aging designated the LRGVDC as the Lower Rio Grande Valley Area Agency on Aging. Prior to 1981 the Governor's Committee on Aging provided the original designation in 1974. The AAoA is also one in over 650 area agencies on aging across the country in addition to over 230 Indian tribes under Title VI of the older Americans Act.

The AAoA is mandated as the focal point for individuals aged 60 and over to ensure that the dignity and independence of older Americans in their own homes is maintained and to provide an opportunity to contribute to their communities. The 2000 Amendments to the Older Americans Act added another mandate. This mandate is to provide support to family caregivers who are providing uncompensated care to an older relative or an individual suffering from Alzheimers or related condition.

The AAoA performs three important activities for persons aged 60 and over in the Region; 1) advocates on behalf of all older persons; 2) identifies the needs of the elderly; and, 3) creates an Area Plan that details how the AAoA will plan, coordinate, and pool resources in order to develop a comprehensive and coordinated system of support services which enable persons aged 60 and over to maintain their independence and dignity in their own homes or in the least restrictive environment and provides needed respite to family caregivers. The AAoA is also an advocate for older individuals residing in a nursing home.

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At the core of the Area Agency on Aging is the access and assistance component that assists older persons to access services. The access and assistance component consists of case management, benefits counseling, information, referral and assistance, caregiver support and long-term care ombudsman program.

**Case Management:** The program provides the older person and the potential caregiver with a consistent advocate who will assess needs and coordinate the necessary information and acquire the needed support.

**Benefits Counseling:** The Benefits Counseling program provides both legal awareness and legal assistance to older individuals and caregivers on available programs under Medicare, Medicaid and other entitlement programs.

**Long-Term Care Ombudsman Program:** The program serves as “an advocate for Nursing Facility Residents” in the Lower Rio Grande Valley. Staff and volunteers are specially trained and certified to advocate for quality of care and quality of life for residents in nursing homes.

**Information, Referral and Assistance:** Provides information about services in the community such as transportation, income assistance, housing, employment, caregiver support, respite care, adult day care, support groups, and other social service programs and benefits.

**Caregiver Information Services:** Disseminates information for informal caregivers, grandparents or relatives caring for children 18 years of age and under; and the public, through publications, large group presentations, seminars, health fairs and mass media. Additionally, the development of informational resources for use in the dissemination of accurate, timely and relevant caregiver information is a component of this service.

**Foster Grandparent Program:** The Foster Grandparent Program provides a way for persons aged 60 and over, whose incomes are limited, to serve as support to children and youth with exceptional needs. The program currently has 59 older persons as Foster Grandparents that are assigned in areas such as headstart centers and local schools providing needed support to children.

The AAOA also contracts with local providers and municipalities for nutrition and support services. Congregate meals are provided to older persons through a network of 32 nutrition sites, and Home Delivered meals are provided to homebound seniors. Senior center operation is provided to five centers. Transportation services provided to and from nutrition sites and senior centers are supported by Title III. A

new program was initiated in 2007 that provides seniors with health education regarding healthy lifestyles that includes medication management, medication compliance, and prevention of alcohol abuse. In addition to these contracts, the AAOA maintains a vendor pool of over 90 vendors that case managers utilize to purchase services for their clients based on their identified need.

The Area Agency on Aging has two offices. The main office in McAllen is housed with the LRGVDC in the old McAllen City Hall, and the satellite office is located in Harlingen. The McAllen office can be reached at 956-682-3481 or 1-800-365-6131. The Harlingen office can be reached at 956-412-0958.

## Lower Rio Grande Valley One of Eight Communities Across the Country to Participate in Health Initiative

The Valley has been selected to participate as one of eight communities across the country in this initiative. The other areas include Chicago, Illinois; Houston, Texas; Los Angeles, California; Miami, Florida; New York City, New York; San Antonio, Texas; and San Diego, California. There are five national partners supporting the initiative: the Agency of Healthcare Research and Quality, the Centers for Disease Control and Prevention (CDC), the Centers for Medicare & Medicaid Services (CMS), the Health Resources and Services Administration, and the Administration of Aging. The local Area Agencies on Aging from the targeted communities were the only eligible entities to submit an application for consideration. The LRGVDC Area Agency on Aging submitted its application for consideration and was selected. The main issue to be addressed by the local partners is diabetes among the elderly and encouraging seniors to take advantage of the preventive services covered by Medicare. These services include flu and pneumonia shots.

## Aging Well in the Lower Rio Grande Valley Health Fair

The Foster Grandparent Program and the Elder Rights Division of the Area Agency on Aging collaborated to sponsor the Third Annual Healthy Aging Well event at the Pharr Convention Center on Thursday, September 19, 2007. Over 225 seniors from senior centers and adult day care centers attended the event. Twenty exhibitors were on hand providing a wealth of information on resources, helpful hints to live

healthy, along with providing glucose and blood pressure readings. A dance contest was held as a way to promote exercise. The judges for the dance contest were Will Ripley, Channel 5 morning news co-anchor, Aurora (Nana) Aguirre, of the Charlie Clark TV commercials, and Scott Brasseaux, Marketing Director with Texas Healthsprings. This program would not have been possible without the support of all the sponsors that provided refreshments, snacks, and food for the participants. Both the Foster Grandparent Program and the Elder Rights Division are under the LRGVDC Area Agency on Aging.



*Jaime Garza, Case Manager, providing information about services to the elderly and caregivers.*

## LRGVDC Regional Training Center is Gearing Up

The Regional Training Center is gearing up to provide a variety of training topics of interest to cities, counties, businesses and the general public. The Center will assist in locating and providing training to entities in areas such as First Aid and CPR Certification, Citizens Corps, Open Records Requirements for Local Government, Emergency Management Plan Formulation, Disaster Response Plans for Citizens and Business, continuing education for Law Enforcement Officers and much more.

Public entities, businesses or individuals requesting assistance with any training needs are encouraged to call Sandra Boyd at 956-682-3481.

## Back to Back Graduation Ceremonies Bring out Families and Friends

The LRGVDC Regional Police Academy held the graduation ceremonies for the 118th and 119th Basic Peace Officer Academies this month.

The 118th BPOC held their graduation ceremony on the 13th of September in Harlingen at the La Sierra Event Center. Willacy County District Judge Migdalia Lopez and Capt. J. Reyna of the Cameron County Sheriff's Department shared guest speaker honors addressing over 400 family and friends sharing the festivities with 29 graduates.

The 119th BPOC celebrated graduation on September 20th at the Los Alcatrazes Event Center in Mission. More than 200 family members, friends, honored guests, dignitaries representing several LRGV law enforcement, Federal law enforcement and area Fire Departments were treated to Mariachi music in addition to State Representative Armando "Mando" Martinez as the guest speaker for the ceremony. A total of 24 cadets received certificates during the ceremony.

Both cadet classes produced videos shown during the festivities depicting highlights of their academy experiences. Graduating cadets now prepare to take the Texas Commission on Law Enforcement Standards and Education licensing exam and upon successfully passing the exam will move on to employment throughout the Lower Rio Grande Valley.

## State Officials Recognize LRGV Area's \$3.2 Million in Grant Awards

The Office of Rural Community Affairs (ORCA) recognized several Lower Rio Grande Valley Entities for the efforts and contributions to their communities. The ceremonial check presentation took place at the Lower Rio Grande Valley Development Council (LRGVDC) Board of Directors' Meeting held at Weslaco City Hall on Thursday, September 25, 2007. Grant recipients, legislators, local county and city officials were present at the event. A total of eleven (11) checks were presented for a total dollar amount of \$3,297,671. Grant recipients are listed below:

- Cameron County - \$500,000
- Cameron County - \$289,860.
- Hidalgo County - \$342,000.
- Hidalgo county - \$329,037.
- Hidalgo County - \$97,614.
- City of La Feria - \$289,860.
- City of Indian Lake - \$289,860
- City of Los Fresnos - \$289,860.
- City of Primera - \$289,860.
- City of Raymondville - \$289,860.
- City of Rio Hondo - \$289,860.

