



February 2012

## *Trends in Senior Living - Baby Boomers' "Third Age" Desires*

As the Baby Boomers lead the way once again, the trends and options for "Third Age" living become richer. Remember when the Boomers were becoming school age – both schools and churches added buildings and programs. My high school graduating classes had five times the number of students as my parents' classes at the same high school!

Rossmoor, a retirement community near our office, is open to anyone over 55 and the biggest news is that they are having a huge influx of Baby Boomers, often still working, but choosing to live in a community that will support them as they become seniors or elders – or "Third Agers". (In the end, what will we call ourselves?) With the influx in this community comes new programs and opportunities for all residents.

Other changes I am seeing in regard to longer lives and staying in control of our own lives include more customized legal documents that contain the answers to all the questions about what kind of care you want, when and if you need it, as well as your values in making end-of-life decisions.

In housing, we are seeing an increase in the development of the "Village" model of self-directed, supportive housing in your own existing neighborhood. This model allows you to stay in your home and have the support, socialization and security one needs to live alone as we age. For detailed information, go to the San Francisco Village website at [www.sfvillage.org](http://www.sfvillage.org). This movement started in Boston about 10 years ago and is spreading. We have about 4 or 5 of these Villages developed or being created in the San Francisco Bay Area.



**Linda Fodrine-Johnson, MA, MFT, CMC**, is the Founder and Executive Director of Eldercare Services and is a Fellow and Recent Past President of the National Association of Professional Geriatric Care Managers.

Another big trend that allows those with health challenges to stay independent is technology such as medication dispensing machines and motion detectors that monitor wellness and mobility. More and more individuals are connected by phones, iPads and computers to all their providers of any services as well as to friends and family making monitoring their loved ones easier.

In January 2012 we launched a new service, "Willow Bridges Concierge" in response to these changes and requests from clients to our professionals. Willow Bridges is a high-touch, highly personalized designed service for discerning older adults who wish to stay in their homes with the highest quality of life possible all the days of their lives. It will appeal not only to those without a family advocate or those who have family at a distance, but also to those with medical or personal needs who still want a full and rewarding lifestyle. The "Bridges" will be the advice and resources that we use in crossing over to solutions for the smallest issues (such as finding a good cook) and for the most critical issues (like advocating when our Willow Bridges client is hospitalized) - assuring that the values, dreams and wishes of our Concierge clients are met at every step of a good longer life or the "Third Age".

Willow Bridges Concierge builds on

the highly acclaimed Care Management and Homecare services that we have been providing for 23 years. With this new offering, we now have three options of care:

- Homecare
- Care Management with or without Homecare
- Willow Bridges Concierge

Depending upon client wants/needs, any of the three options may be the best solution, with Willow Bridges being the option for those who want the ultimate experience during this phase of their lives. Each of the other options continues to be the "Best in Class" solution for the types of needs that they serve.

"Eldercare lets me have life my way" is a direct quote from my mother about 10 years ago. We did that with a personal assistant once a week for 4 hours – which allowed her to stay in her home until she was 88 years old – despite some dips in her health and cognitive abilities.

With "Willow Bridges Concierge" we can now offer an even more high touch customized way of living that lets you have life your way with all services based on your values and wishes. Willows are the most flexible and strong of trees – which is the basis for the delivery of our Concierge Service. We all need bridges connecting us throughout our lives to ensure the highest quality of life possible.

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*Eldercare Services provides Counseling, Support Groups, Home Care and Care Management to aid Family Caregivers. If you or someone you know could benefit from self-care, give us a call at (866) 760-1808 or email us at [Info@EldercareAnswers.com](mailto:Info@EldercareAnswers.com).*

Eldercare Services works with Seniors and their families in Walnut Creek, Alameda County, San Francisco, Marin County and the Tri-Valley, CA.

Visit us on the web at [www.EldercareAnswers.com](http://www.EldercareAnswers.com) for more information.

## Community Classes

### Walnut Creek

### Dementia: 101

### For Families Experiencing the Challenge

3rd Friday of every month from 10 AM to Noon

1808 Tice Valley Blvd., Walnut Creek, CA 94595

Cost for Classes: None

### Class Registration:

Please call at least 3 days ahead

For more information regarding classes and support groups, visit us at [www.EldercareAnswers.com](http://www.EldercareAnswers.com) or call (925) 937-2018 or email us at [Info@EldercareAnswers.com](mailto:Info@EldercareAnswers.com)

## Support Groups

When concerns for aging family members are part of every day life, or when they interfere with work, your health or other relationships, you need to join a support group.

### Caring for An Aging Family Member

2nd Thursday of every month from 7 to 8:30 PM

1808 Tice Valley Blvd., Walnut Creek, CA 94595

1st Tuesday of every month from 6 to 7:30 PM

605 A Chenery St., San Francisco, CA 94131

Cost for Support Groups: None

Support Group Registration: Not required

More Info: (925) 937-2018 or (415) 469-8300



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Advocacy, Care, and Education

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