

Elder Friendly, Part III

In part one of our three-part communities; we talked about the need for information, or the communication of helpful facts to elders and those who care for them.

In part two, we discussed the value of education, that is, ways to develop senior awareness of available resources to help them age safely. Now, in part three, we will talk about how to connect people with the services they need.

We live in a media age, so it makes sense to use media resources to connect seniors. In 2000, the "Elder Hour" radio show was launched as the third out of 11,000 shows nationally to address seniors needs and programs. From 2007-11, a newspaper column titled "Focus on Seniors" was published in Florida Today. Concurrently, a "Focus on Seniors" television show was produced at Brevard Community College, now Eastern Florida State College.

Picking up on all of this, Helping Seniors was formed in 2011 to promote the development of an information and education program that would simply expand on what was already in place. Today, we air the "Helping Seniors" radio show each Thursday at 1 p.m. on WMEL 1060 AM Radio and produce "Helping Seniors" television shows that are broadcast 15 times a week on Bright House Networks Ch. 49 and Space Coast Government TV Ch. 499.

Building a new print program required more work. We began with a column in Hometown News, followed by a column in Senior Scene Magazine with a four-page centerfold newsletter that soon expanded



HELPING SENIORS
JOE STECKLER

to an eight-page insert. Shortly thereafter, we became associated with "Spotlight Magazine," then Ebony News Today, and now Al Dia Today. With this print coverage, we can reach out to all of Brevard County, providing information and education resources to help potential clients connect to needed resources in an elder-friendly community.

The missing piece was the human link, a person or persons informed about available resources who could connect those needing assistance to the source of help. Helping Seniors does this through our information specialist, a person knowledgeable of the many excellent programs in Brevard County.

This person can be contacted at (321)-473-7770. There are minimum wait times, as all calls are logged and quickly returned by a live person who will discuss your problem and offer potential solutions.

Brevard County is home to about 250,000 senior citizens. Many need information and certainly education about what is available to help them. The good news is that Brevard is already an elder-friendly community. We just have to do a better job of advertising and promoting the individual pieces.

See SENIORS, page 17

Touring with the Townies



The Rev. Rose Whitham and her daughter Suzanne Eusebio of Merritt Island couldn't leave home without a copy of the *Hometown News* while visiting the King Kamehameha Statue in Oahu, Hawaii, April 24.

Are you a fan of the Hometown News? Well, we are inviting you to take us along on your next adventure. Each week, we will feature a different reader-submitted photo that showcases one (or more) of our Brevard County residents reading the Hometown News in a unique or exotic place. Whether you take a trip to the Grand Canyon or a cruise to the Bahamas, bring your Hometown News with you and have someone snap a picture. Email your photo (at least 1 MB in size) to yourphotos@hometownnewsol.com and include your first and last name, the city you live in and the location/date of where the photo was taken. Type 'TOURING WITH THE TOWNIES' in the subject line. Let's see how many places we can go!

Chamber Business Expo!





by the



Elks Lodge
2955 Columbia Blvd.
Titusville

Tuesday, July 19, 2016 • 5-7 pm

Open to the public! Free entrance!

- 70 Businesses Represented
- Light Snacks & Beverages
- Water & Ice Tea Station
- Cash Bar (Beer & Wine)

- Come One ~ Come All
- See New & In-home Businesses
- All Types of Businesses
- A Great Night at Networking

QUESTIONS?

Call Dennis Watkins at (321) 267-3036
or email: watkins@titusville.org

Scopes

From page 13

Going it alone may require a lot of work, but you are up to the challenge.

SCORPIO - Oct. 24/Nov. 22

Scorpio, your magnetism can draw others to you

like a moth to a flame, and that has helped you establish lasting friendships and build strong relationships. Cherish your good fortune.

SAGITTARIUS - Nov. 23/Dec. 21

Sagittarius, your super sense of humor is on full display this week, when you have an opportunity to be the life of a party. Spend as much time in the limelight as you can.

CAPRICORN - Dec. 22/Jan. 20

Capricorn, so much is going on that the week seems like it may stretch on forever. Just take things one day at a time and enjoy your full schedule while it lasts.

AQUARIUS - Jan. 21/Feb. 18

Take some time for yourself this week, Aquarius.

You have earned a little R&R, and now is the perfect time to prioritize some fun and excitement.

PISCES - Feb. 19/March 20

Pisces, channel your creative energy into a special project. Invite others to join in the project and let things go where your creativity takes you.

Out

From page 16

For millions of passionate music lovers everywhere, Mr. Nugent delivers the Ultimate Life Soundtrack.

Ted Nugent will play the Maxwell C. King Center for the Performing Arts, 3865 N. Wickham Road, Melbourne, at 8 p.m. Thursday, July 21.

Tickets may be purchased by visiting kingcenter.com or by calling the King Center Ticket Office at (321) 242-2219. Ticket office hours are Monday through Friday, noon to 6 p.m. and Saturday, noon to 4 p.m.

Tickets start at \$33.50 (inclusive of fees).

Leon Russell to play King Center

Music legend, Leon Russell is one of the most accomplished and versatile musicians in the history of rock 'n' roll.

He has played on numerous pop, rock, blues, country and bluegrass records and has collaborated with hundreds of artists, including Elton John, George Harrison, Eric Clapton, John Lennon, Frank Sinatra, Aretha Franklin and many more. His concerts are still thrilling audiences today.

He will rock the King Center stage on July 25 at 8 p.m.

Tickets start at \$59, including fees, and are going on sale Friday, May 6.

The Maxwell C. King Center for the Performing Arts, Eastern Florida State College, is at 3865 N. Wickham Road,

Melbourne.

For tickets or more information, call (321) 242-2219 or visit www.kingcenter.com.

Melbourne Municipal Band Concert 'By Request'

This will be a free concert by an 80-member concert band Aug. 3 and 4 at 6:30 p.m., with doors open at 5:30 p.m. at the Mel-

bourne Auditorium, 625 E. Hibiscus Blvd., Melbourne.

Admission is free, with tickets not required.

For more information, call (321) 724-0555, email info@melbournemunicipalband.org or visit http://www.melbournemunicipalband.org.

This is a Not-In-The-Park Summer Picnic concert, so bring your boxed dinner.

Seniors

From page 15

This year, the Helping Seniors Advocacy Council, a community group of about 40 citizens, will work with the Brevard County Commissioners to transform Space Coast Government TV into a focal point for an elder-friendly information system. This will

assist in educating all about the resources available to help us age with dignity. Stay tuned.

Joe Steckler is the president of Helping Seniors of Brevard, a nonprofit organization designed to advocate, educate and fundraise on behalf of Brevard's senior citizens.

Feel free to contact us at info@helpingseniorsofbrevard.org or by calling (321) 473-7770.

The best kept secret on the space coast
18 Hole Executive Course
Summer Special
 \$25.00 includes Golf, Cart, Sandwich & Drink
 Expires Aug. 31, 2016 bring coupon
 Sundays before 1pm
 Good for 1 to 4 players not valid with any other offer

Call the Pro Shop for information
772-664-3174
www.barefootbaygolf.com

Grand Villa of Melbourne
INCREDIBLE Savings!
ON RESORT STYLE SENIOR LIVING

Services and Amenities

- Full calendar of activities
- All inclusive rates
- Restaurant-style dining
- Beauty/Barber Salon
- Nurse on staff
- Exercise programs
- Visiting physicians
- Special events, holiday parties and entertainment
- Housekeeping and laundry service
- Large studio and one bedroom apartments with kitchenette
- FREE scheduled transportation
- Senior Day Program

ASSISTED LIVING
SAVE UP TO \$3600/yr.*
Your First Year!

Offer Extended
Hurry, ends Soon!

321-328-8125 Call today!

GRAND VILLA
 SENIOR LIVING COMMUNITY
Looks like home. Feels like family.
 ALF # 11991

June 30th
Noon to 2 pm
CART WASH
 and FREE BBQ!

* Call for details.

Assisted Living & Memory Care | 964 South Harbor City Blvd. | Melbourne, FL 32901 | ALF # 11991 | GrandVillaMelbourne.com