



PHFA's Housing
Services Department
Best Practices

PENNSYLVANIA HOUSING FINANCE AGENCY

William S. Moorhead Tower

LIVING WELL by DESIGN® Wellness Program

Categories: Development Performance & Healthy Living

Outcomes:

Beacon Communities: William S. Moorhead Tower's (Moorhead Tower) goal is to drastically improve resident's quality of life by providing and maintaining long-term housing and social services resources to the resident's. Outcomes/benefits are as follows: reduction of unnecessary hospital admissions and visits, reduction of housekeeping violations or incidences of non-compliance with the lease, reduction of resident turnover, increase the length of resident tenure, and to increase the number of Resident Service Coordinator referrals and resident participation. Our comprehensive on-site wellness program has enhanced the marketing of William S. Moorhead Tower and provided increased rents while helping senior and disabled residents to age-in-place. Our residents Services department has positively impacted our properties NOI (Net Operating Income) by containing costs through delivery of various services.

Units: 141 units, Sec 8 preservation with LIHTC
Management Agent: Beacon Communities LLC
Service Coordinator: Channing Porter & Tara Hay
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Program Components:

Our wellness program provides a broad approach to enable seniors and people with disabilities to age-in-place. Residents of William S. Moorhead Tower receive services through a program designed around three core principles:

Preventative health –Establishes partnerships with health providers to offer on-site health care services.

People –Improves the connection and communication between residents and their families, friends, community and service providers.

Programming –Offers services tailored to seniors and people with disabilities to expand cognitive, fitness, social and spiritual opportunities.

Healthy Living: Moorhead Tower has partnered with a local healthcare agency (American Health Care Group) to address the health needs of our residents. The agency provides an on-site Registered Nurse and health care services six hours per week. Healthcare services provided include vital sign checks, weight management, medication education, minor wound care, and health/safety assessments. Moorhead Tower partners with a local Podiatrist who offers on-site Podiatry appointments. A local Certified Personal Trainer & Nutritionist who provides weekly on-site nutrition counseling and exercise classes and an on-site fitness center which is open 5 days per week for resident access. Also Moorhead contracts with a nearby senior living facility have provided healthy lunches to our residents, 4 days a week for the more than 3 years at no cost to the residents. Finally, we have developed a partnership with a local in home care agency that visits are property monthly to facilitate social programs and referrals for in home care for our residents.

Development Performance: Beacon has developed a comprehensive Hoarding Protocol that includes specific documentation that is used in addressing this difficult and time consuming problem. Our Accommodation Action Plan is created via an important collaboration between the RSC, resident, their family, natural supports, and/or service provider. This plan holds our residents accountable for their progress and reduces the chance of eviction. Moorhead Tower staff has developed an Infestation Protocol (I.e. roaches and bedbugs) that includes preparation services, treatment, education, and prevention workshops. Due to our significant Blind and Visually Impaired resident population, Moorhead Tower partnered with two local Blind & Vision agencies to provide on-site braille coding to common area signs as well as in-unit appliances. These agencies also provide mobility training to help orient our residents to our newly renovated building. Effective August 2015, Beacon Communities including William S. Moorhead Tower will be going Smoke-Free. To assist those residents who are working towards smoking cessation, our Assistant RSC has been trained by the American Lung Association to be a Certified Smoking Cessation Counselor.

Background:

Originally constructed in 1980-1981 William S. Moorhead Tower is a 142-apartment community, consisting of 127 one bedroom apartments, and 14 two bedroom apartments. Approximately 32% of the residents are over the age of 62, 23% have significant visual impairments and 75-80% have a cognitive or mental health issue. From an economic standpoint, 90% of households have an income of less than \$19,999 per year; of those households, 60% have incomes less than \$9,999 per year.

Investment in Services:

All services/programs provided at William S. Moorhead are free to all our residents. Many of our programs are funded through Federal and Local Agencies. Additional funding is also provided by William S. Moorhead Tower's Resident Services department operational budget.

RESULTS

Decrease in bedbug infestation cases

Decrease in recurrent housekeeping violations

Increase in doctors' office visits opposed to hospital ER visits.

Increase in resident physical activity

For more information,
contact PHFA's Housing Services Department:
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