

Primeplus

SENIOR CENTERS

A PLACE FOR NEW BEGINNINGS



OUR MISSION

Primeplus is committed to delivering high-quality care and services that support seniors in maintaining their health, independence, and overall well-being, enabling them to live and thrive within their communities.

7545 DIVEN STREET NORFOLK, VA 23505 | (757) 625-5857 | WWW.PRIMEPLUS.ORG

02 SEPTEMBER - OCTOBER 2025

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MESSAGE FROM OUR EXECUTIVE DIRECTOR

The Challenges Are Real and Growing

Nonprofits like Primeplus Senior Centers are being hit from every angle. Federal funding is shrinking, not just from cuts, but also from new rules and tighter restrictions. For example, redefining a "unit" of Adult Day Service from daily to hourly now costs Primeplus \$3,000 – \$5,000 per month, directly impacting our ability to serve isolated seniors and support their caregivers.

At the same time, rising vendor costs, reduced foundation giving, and added expenses, such as \$23,000 annually in utilities for our Norfolk location, are stretching us thin. Programs like our senior run food pantry are bracing for higher demand with fewer resources. We also expect to lose four valued SCSEP-supported employees due to pending federal cuts.

These challenges are systemic, not unique to Primeplus. At the 2025 Provider Summit, nonprofits cited chronic underfunding, staff shortages, disconnected leadership, and a lack of collaboration as major barriers, along with a missed opportunity: engaging seniors as part of the solution. But There Is Hope and a Path Forward

We must:

- Collaborate across organizations serving similar populations.
- Engage seniors as partners in shaping effective, realistic solutions.
- Foster partnerships among nonprofits, local governments, and funders.
- Focus on real outcomes, not just policy intent.

We must also rebuild trust through clear, accessible, and honest communication, meeting seniors where they are and listening with intention. Nonprofits like Primeplus have done this for decades, and we're ready to do more.



JENNIFER S. ROSSETTINI, ESQ., OF VA BEACH
IS AN ELDER LAW ATTORNEY WITH
PARKS ZEIGLER, PLLC AND PRESIDENT OF
THE BOARD OF PRIMEPLUS SENIOR CENTERS.
ROBERT C. BATCHER OF NORFOLK IS
EXECUTIVE DIRECTOR OF PRIMEPLUS



RENEW EARLY AND SAVE

Heads Up, Senior Center Members!
Starting November 1st, our annual membership fee will increase from \$120 to \$180 per year (or \$15 per month),
Not due for renewal yet? No problem! You can renew early at the current \$10/month rate now through October 31st. Lock in the savings while you can! Again, thanks for being part of our vibrant community!

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04 PRIMEPLUS ONGOING FITNESS SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday
8:00 AM Walking Club	8:00 AM Walking Club	8:00 AM ChairOne Suzanne Art of Stretching Shawn - 8:15 am	8:00 AM Walking Club	8:00 AM Walking Club
9:00 AM ChairOne Cristeta Balance & Agility Fere Boot Camp Chelsea	9:00 AM Pilates Fere Zumba Gold Sheina Essentrics Peggy	9:00 AM Fitness Fundamentals Fere Abs, Abs, Abs Angie Folk Dancing Alice & Joe	9:00 AM Coffee & Music Steve Kolb Zumba Gold Sheina Balance & Agility Fere	9:00 AM Ball Stability Fere
10:00 AM Gentle Yoga Amy Seated n' Strength Chelsea Stretch, Flex & Tone Fere	10:00 AM Balance & Agility Angie Stretch, Flex & Tone I Sheina Stretch, Flex & Tone II Fere	10:00 AM Balance & Agility Fere Seated n' Strength Chelsea Gentle Yoga Angie Line Dancing Alice & Joe	10:00 AM Stretch, Flex & Tone I Sheina Pilates Fere Sit n'Get Fit Chelsea	10:00 AM Seated n' Strength Fere Barre Richelle
11:00 AM Zumba Amy Core on the Floor Fere Chair Dance Fit Richelle	11:00 AM Too Fit Too Quit Fere Chair Aerobics Sheina Yin Yoga Angie	11:00 AM Too Fit Too Quit Richelle Chair Yoga -11:15 Angie	11:00 AM Too Fit Too Quit Fere Essenrics Peggy	11:00 AM Too Fit Too Quit Fere Pilates Richelle Chair Yoga Shawn
12:00 PM Charged Up! Aerobics Suzanne Tai Chi Open Studio Tidewater Tai Chi Bingocize *NEW* Sentara	12:00 PM Charged Up! Aerobics Suzanne Beginning Tai Chi Tidewater Tai Chi	12:00 PM ChairOne Cristeta Bingocize *NEW* Sentara Boot Camp Chelsea	12:00 PM Charged Up! Aerobics Suzanne	12:00 PM Closed
1:00 PM Seated n' Strength Suzanne	1:00 PM Intermediate Tai Chi Tidewater Tai Chi	1:00 PM Seated n' Strength Suzanne		

**Please note that classes are subject to change. To receive the latest updates, we encourage you to register for the class and provide your email address to the Membership Office.

STAY ACTIVE, STAY YOUNG: DISCOVER FITNESS PROGRAMS JUST FOR YOU!

Staying active as we age is one of the best ways to boost energy, improve balance, reduce stress, and maintain independence. That's where programs like SilverSneakers, Renew Active, and Silver & Fit come in, all designed with seniors in mind!

Check your Medicare Advantage plan to see if you're eligible and start moving toward a healthier, more active day! **Primeplus proudly accepts all three plans and members can enjoy our group fitness classes tailored for different fitness levels and abilities for FREE!**



RenewActive™
by UnitedHealthcare



FOODBANK SUPERHERO OF THE MONTH

At Primeplus Senior Center, superheroes don't wear capes, they wear compassion, commitment, and a smile. Priscilla brings all that and more. On food pantry days, she leads with energy and heart, rallying volunteers, organizing supplies, and going the extra mile (literally) to ensure every client receives a full, thoughtful bag of groceries. Her joy is infectious, her dedication unmatched, and her presence a true gift. Priscilla isn't just a volunteer, she's a force of good and a daily reminder of what Primeplus is all about. Thank you, Priscilla. You make us stronger. ❤️



MEMBERSHIP CORNER

We're excited to launch our bi-monthly newsletter, and there's no better way to begin than by celebrating what truly makes Primeplus so special, our members!

Our community is made up of vibrant, active seniors who bring together life experiences from all corners of the globe. Whether they were born in Virginia, California, Maine, or places as far-reaching as the Philippines, Africa, Japan, England, China, France, and beyond. They've all found their way to Norfolk, VA.

It's something truly meaningful to see how people from such diverse backgrounds have come together to form the heart of Primeplus. Here, inclusivity, kindness, and community flourish. Everyone is welcome, and everyone is valued. **Welcome to the new chapter of Primeplus!**

As we kick off this new journey with our newsletter, we'd love to hear from you! This section is for you,

and we want it to reflect what matters most to our members. Do you want to get to know one another better? We can feature a Member Spotlight in each issue, where folks can share fun stories, meaningful life experiences, or just something interesting about themselves. It's a great way to connect and celebrate the amazing people who make up our Primeplus community.

Would you like to see birthday shout outs? I recently turned 60, believe me, I considered stopping there! But since birthdays seem to have a mind of their own, let's embrace them. Every birthday is a gift worth celebrating. Plus... more birthdays mean more cake!

This space can become whatever you want it to be. So please, swing by the office or stop me in the hallway, I'd love to hear your thoughts and ideas for future editions.

Until next time:
Be safe. Be well. Be happy.
Tricia Higgins, Membership Special

06 PRIMEPLUS CLUBS & GROUPS SCHEDULE

MONDAY

9:00 - 2:00 pm - Billiards, Ping Pong & More
10:00 - 2:00 pm - Bridge Open Play
10:00 - 2:00 pm - Mexican Train Open Play

TUESDAY

9:00 - 2:00 pm - Billiards, Ping Pong & More
10:00 - 2:00 pm - Bridge Open Play
10:00 - 2:00 pm - Mexican Train Open Play

WEDNESDAY

9:00 - 2:00 pm - Billiards, Ping Pong & More
9:00 - 12:00 pm - Smart Money Investment Club (2nd Wed)
10:00 - 2:00 pm - Mah Jongg
10:00 - 2:00 pm - Mexican Train Open Play

THURSDAY

9:00 - 10:00 am. - Coffee & Music with Steve Kolb
9:00 - 2:00 pm - Billiards, Ping Pong & More
10:00 - 2:00 p.m. - Open Bridge Play
10:00 - 2:00 p.m. - Mexican Train

FRIDAY

9:00 - 12:00 p.m. - Open Bridge Play
9:00 - 12:00 pm - Billiards, Ping Pong & More
9:00 - 12:00 p.m. - Mexican Train Open Play



THIS IS A FREE PROGRAM TO REDUCE YOUR RISK OF TYPE 2 DIABETES

If you have prediabetes, now is the time to take charge of your health and make a change. Taking part in a structured lifestyle change program can help. And with Primeplus, it's free! Primeplus T2 program is a National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It features an approach that is proven to prevent or delay type 2 diabetes. The program teaches you techniques to improve food choices and increase physical activity to at least 150 minutes a week to help you lose 5 to 7 percent of your body weight. (That is 10 to 14 pounds for a person weighing 200 pounds.) Years of research has shown that for people 60 years or older, these lifestyle changes can cut the risk of developing type 2 diabetes by more than 70 percent.

WITH THE PREVENTT2 PROGRAM YOU GET:

- A trained lifestyle coach to guide and encourage you
- Support from other participants with the same goals as you & fun
- A year-long program with weekly meetings for the first 6 months
- A free membership to participate in Primeplus fitness classes.
- A CDC-approved curriculum
- The skills you need to lose weight, be more physically active, and manage stress

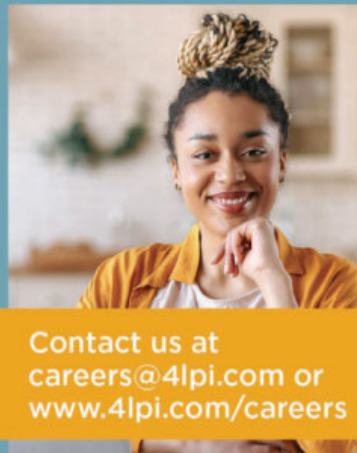


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14-1886

08 EXERCISE CLASSES

WHICH CLASS IS RIGHT FOR YOU?

STRETCH, FLEX & TONE

SEATED N' STRENGTH

SIT N' GET FIT

Daily

The key to an effective chair workout is using exercises that engage multiple muscle groups while staying seated.

CHAIR YOGA

Wednesdays & Fridays

A gentle, seated yoga practice that improves flexibility, balance, and relaxation, perfect for all levels.

CHAIRONE

CHAIR AEROBICS

CHAIR DANCE FIT

Mondays, Tuesdays & Wednesdays

A fun, chair-based dance fitness program that blends daily activities into every move.

ESSENTRICS

Tuesdays & Thursdays

A low-impact, full-body workout that combines stretching and strengthening to improve mobility, posture, and flexibility.

BALANCE & AGILITY

Daily

A focused class to improve stability, coordination, and confidence through balance and agility exercises.

FITNESS FUNDAMENTALS

Wednesdays

A beginner friendly class focused on building strength, balance, and flexibility through essential fitness movements.



TOO FIT TO QUIT

Tuesday - Friday

A high-energy cardio workout that boosts endurance, burns calories, and improves overall fitness.

ZUMBA

ZUMBA GOLD

Mondays, Tuesdays & Thursdays

A fun, high-energy dance workout that blends Latin rhythms with cardio for a full-body burn.

CHARGED UP! AEROBICS

Mondays, Tuesdays & Thursdays

A fun, choreographed dance class that boosts coordination, balance, and memory.

LINE DANCING

FOLK DANCING

Wednesdays

A fun, social dance class featuring traditional folk steps and line dancing to improve coordination and memory.

TAI CHI

Tuesdays

A gentle, flowing practice that improves balance, flexibility, and inner calm through mindful movement. (additional fees apply)

PILATES

Tuesdays, Thursdays & Fridays

A core-focused workout that builds strength, flexibility, and posture through controlled movements.

BOOT CAMP

Mondays & Wednesdays

A high-intensity, full-body workout that combines strength and cardio for maximum results.

ABS, ABS, ABS

CORE ON THE FLOOR

Mondays & Wednesdays

A targeted workout to strengthen and tone your core muscles.

BALL STABILITY

Fridays

Improve balance, coordination, and core strength using stability ball exercises.

GENTLE YOGA

YIN YOGA

Mondays, Tuesdays & Wednesdays

A calming practice that enhances flexibility, strength, and mental focus.





COMMUNITY SUPPORT

Your support makes our programs possible!

Primeplus depends on the support of our community partners, members and friends. We are grateful to receive program funding from the City of Norfolk, United Way of South Hampton Roads, Senior Services of Southeastern Virginia, Sentara, E.C. Wareheim Foundation, Norfolk Southern Foundation, Food Lion, Helen Gifford Foundation, Kay & Al Abiouness Foundation, Friends of Norfolk Fitness & Wellness Center, Thistle Foundation, Virginia Natural Gas, Costco, Cosmopolitan Club, Neighborhood Assistance Program and YOU!

We're proud to be an approved Neighborhood Assistance Program (NAP) Tax Credit organization, meaning your generous gift can come with valuable tax advantages! Whether you're donating monetary gifts or appreciated stock, your contribution can go even further. And if your employer (or former employer) offers a Matching Gift Program, you can double your support to Primeplus with no extra cost to you. Interested in learning more? We'd love to talk with you about how your gift can make a difference. Please contact:

Bob Batcher, Executive Director

Phone: 757.598.0057 or via email at rbatcher@primeplus.org



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10 PROGRAM UPDATES

AARP DRIVER SAFETY COURSE FOR ADULTS 55+ IS BACK!

Join us on November 5th and 6th from 9:00 a.m. to 1:00 p.m. at Primeplus for a two day Driver Safety Course, specially designed for adults aged 55 and older. This course will be offered in-person on a quarterly basis.

AARP Members: \$20
Non-Members: \$25

Be sure to bring your AARP card on the first day to receive the member discount! Seating is limited, and pre-registration is required. Payment (cash or check only) is due on the first day of class. Call 757.625.5857 to register.



A fun 10-week health promotion program that combines the game of bingo with inclusive exercises for everyone!



Fall Prevention Workshop!

Every Monday & Wednesday
Starting September 15th

@Noon

Pre-registration Is Required!
Call 757.625.5857
for more details

Free
prizes
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smiles



POWERING POSSIBILITIES: FLIP THE SCRIPT

September is National Senior Center Month, a time to recognize the vital role senior centers play in enhancing the lives of older adults and strengthening communities. This year's theme, "Powering Possibilities: Flip the Script", encourages us to challenge outdated stereotypes about aging and elevate the positive contributions of older adults and the centers that serve them. More than 10,000 senior centers across the United States like Primeplus connect older adults to wellness, creativity, purpose, and essential services. From their grassroots beginnings to their recognition in the Older Americans Act, senior centers have evolved into dynamic community hubs that reflect the diversity and resilience of today's older population.

THINKING OF DOWNSIZING?

Having a **Seniors Real Estate Specialist**(^{SRES}), who is a **Norfolk Native**, assisting you when buying or selling a home means a **PRO** on your side. **I have been successfully assisting seniors with housing needs for two decades, since 2005**, managing all aspects of preparing your home for a stress-free transaction while going through years of memories to an easy closing.

"Having an experienced professional REALTOR® like Cindy Caskey on your side, who prioritizes tasks and treats you like family, is a formula that works. We highly recommend Cindy Caskey."

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Contact me to talk about your next steps!

Cindy Caskey

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14-1886

12 WELLNESS CORNER

DEPRESSION DOES EXIST IN THE AGING COMMUNITY - Q & A

Question: What are some life changes that older adults often go through?

Answer: Members of the aging population may undergo a variety of life changes that affect multiple aspects of their well-being. These changes can impact their mental, physical, emotional, spiritual, and social lives.

Question: How might these changes show up in the daily lives of older adults?

Answer: They may experience changes in their thought processes and notice an increase in physical limitations that may hinder them from completing tasks that they may have once been able to do. This may show up in difficulties with problem solving, connecting with others, physical illnesses and injuries. These types of life changes, while common, may contribute to an increase in depressive symptoms, anxiety, symptoms of grief, isolation from others and may impact relationships with family members, friends and other members of their support system that lack understanding of these changes and ways to help.

Question: You mentioned the possibility of depression, what are some signs of depression to look for in older adults?

Answer: Members of the aging population as well as those within their support system may begin to notice longer periods of sadness, loss of interest in previously

enjoyed activities, isolation from others, changes in sleeping and eating patterns, to name a few.

Question: How could they connect with resources to address their changing needs?

Answer: Older adults and their support networks may discuss their concerns with their primary care physician. A primary care physician may facilitate a mental health screening and provide necessary resources. Members may also call the customer service number on the back of their insurance cards to gain information about benefits provided within their communities. This may include mental health, recreational, fitness, transportation, financial, food assistance and other resources. Local community centers, libraries and faith based programs may serve as great resources for addressing the various needs of our aging population. Such locations may offer fitness classes, arts and crafts, games, aquatic fitness, group support, family support, transportation assistance etc. that allow for healthy engagement and socialization with others. I would also like to add that technological advances have created opportunities to engage in various supports and activities from home through telehealth services.



Q&A WITH KEISHARA HARRIS,
LICENSED CLINICAL SOCIAL WORKER

IF YOU'RE EXPERIENCING A BEHAVIORAL HEALTH CRISIS, YOU CAN CALL THE NORFOLK COMMUNITY SERVICE BOARD - EMERGENCY SERVICES AT (757) 664-7690. THIS LINE OFFERS IMMEDIATE SUPPORT & MAY PROVIDE ALTERNATIVES TO VISITING AN EMERGENCY ROOM.

TALKING WITH A LOVED ONE ABOUT ADULT DAY CARE



Approaching the topic can be emotional. Here's how to make it a positive conversation:

- Pick the Right Moment: Choose a quiet, comfortable time to talk.
- Lead with Care: Express your love, concerns, and desire for their well-being.
- Listen Fully: Allow them to share feelings and address concerns openly.
- Highlight the Positives: Socializing, meaningful activities, and better independence.
- Involve Them: Let them help choose the program and activities.
- Reassure Them: Adult day care is about support, not loss of independence.
- Suggest a Trial: A short-term test can ease uncertainty.

Adult Day Services can be a life-changing resource, fostering joy, connection, and security for participants while giving caregivers peace of mind. If you have any questions about Primeplus Adult Day Service or know someone who is interested please give Sandy White, Director, a call at 757-598-0064.

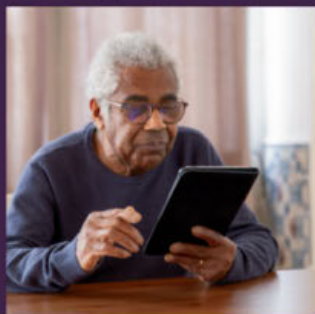
PRIMEPLUSCARES CAREGIVER SUPPORT

Participants can attend our Zoom meetings on the 1st, & 3rd, & 4th Wednesday of every month

The caregiver support group hosted by Primeplus Senior Centers is open to all caring for a loved one.

This group is a safe space to discuss the stresses, challenges, and rewards of caregiving.

It's simple, just email at cpayton@primeplus.org and we will send you the Zoom Link!



Caregiving can be an isolating experience, but you're not alone in this challenge. There are over 34 million Americans providing unpaid care. When you're overwhelmed and exhausted by caregiving responsibilities, it can feel like you're the only person dealing with so much.

That's why caregiver support groups are so helpful. They're filled with people who are in similar situations. Being able to talk with others who truly understand what you're going through reduces stress, validates your experience, and gives connection and support.

EVERYTHING YOU NEED TO KNOW ABOUT PRIMEPLUS ADULT DAY SERVICE IN VA BEACH

Adult Day Services provide care, companionship, and a safe, structured environment for seniors and adults needing daytime assistance. Programs often include activities, meals, personal care help, health monitoring, and social interaction, enhancing quality of life while giving caregivers valuable respite.

Benefits of Adult Day Care

- **Social Connection:** Reduces loneliness and depression through group activities and friendships.
- **Engaging Activities:** Crafts, games, exercise, and learning opportunities tailored to interests and abilities.
- **Caregiver Support:** Offers peace of mind while caregivers work, run errands, or rest.
- **Daily Assistance:** Help with bathing, dressing, and medication from trained staff.
- **Health Monitoring:** Regular check-ins and support for chronic conditions or recovery.

Primeplus @ ME Cox - VA Beach
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CARING FOR THE CAREGIVER: SUPPORT FOR THOSE WHO GIVE SO MUCH

Being a caregiver is one of the most rewarding yet demanding roles a person can take on. Often, caregiving responsibilities arrive suddenly, leaving little time to prepare. That's why prioritizing the caregiver's own well-being is essential. Caregivers face high risks of stress, depression, illness, and physical and emotional exhaustion all of which can affect their ability to continue providing effective care. It's also important to consider what would happen to the care recipient if the caregiver becomes unable to continue.

To help maintain your health and well-being as a caregiver, consider these practical tips:

- Stay informed about your loved one's condition and potential changes in behavior.
- Accept your situation and do your best to adapt.
- Seek professional help when needed.

- Share caregiving responsibilities with family members and other trusted individuals.
- Talk openly with someone you trust about your challenges.
- Don't let fear, pride, or embarrassment stop you from asking for help.
- Know your limits, it's okay to set boundaries.
- Stay connected to your social life and important relationships.
- Take regular breaks to rest and recharge.
- Pace yourself, caregiving can be a long-term commitment.
- Relieve stress through physical activity.
- Plan ahead to minimize unexpected crises.
- Live one day at a time.
- Prepare for the worst, but always hope for the best.
- Join a caregiver support group.
- Keep your sense of humor, It helps more than you think!

14 GAMES AND PUZZLES

40 States

F M I C H I G A N U H A W A I I Y A N P
L K O R N L C O L O R A D O A K I E O E
O D N K H T C U E P T M X E C G M S I N
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FUN FACT

The happiest people in the world are often over the age of 60! Studies show that life satisfaction tends to increase with age, thanks to more emotional resilience, better coping skills, and a stronger focus on meaningful relationships. Aging isn't just about getting older, it's about getting wiser, calmer, and often... happier!

SEPTEMBER RIDDLE

I'm always with you,
sometimes behind,

I grow with time, but only
in your mind.

I hold your stories, your
laughter, your tears, From
childhood days to golden
years.

What am I?

OCTOBER RIDDLE

I have a face but no eyes,

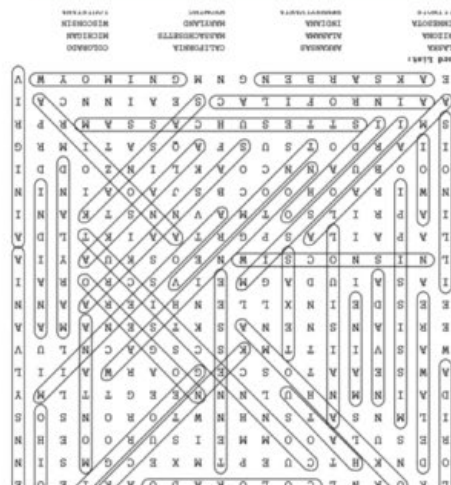
Hands but no arms.

I'm always moving,
never talk

Yet I help you beat the
clock!

What am I?

ANSWERS: A clock - A Memory





SUCCESS STORIES

Here's what our members are saying:

Member 1: "There's more to see and do on your walk around our new Titustown location. Walking around the gym twice and once up and down each of the corridors is 400 steps and takes about five minutes. Do that five times and you walked a mile! Along the way, enjoy artwork down the visual arts corridor, hopscotch in the gym and even a quick set of bicep curls in the weight room. Listen to your favorite music, podcast or audible book, or catch up with a friend. Love this place we have to meet, move and enjoy."

Member 2: After two knee surgeries, she struggled with stairs and standing. Now climbs stairs confidently and rises from a chair in one try. "Before Primeplus, I couldn't walk up the stairs. Now I can and my legs are much stronger."

PRIMEPLUS PERSONAL TRAINING

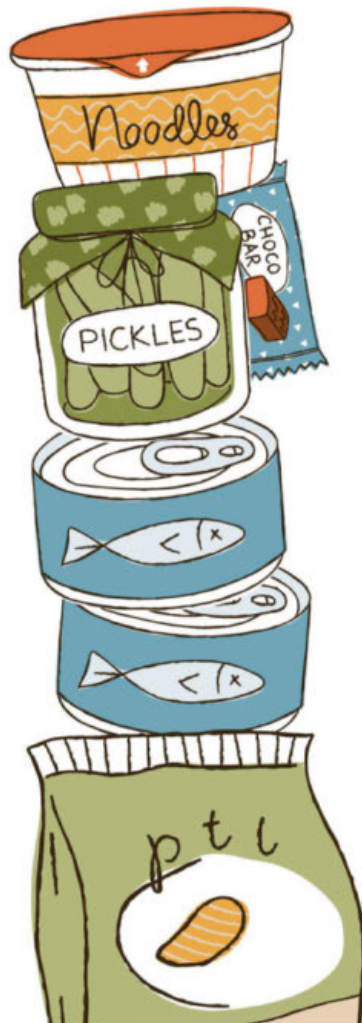
Personal Training at Primeplus is here to help you do just that, on your terms and at your pace. Whether you're looking to build strength, improve balance, increase energy, or simply feel more confident in your movement, our certified personal trainer will work with you one-on-one to create a plan tailored just for you. It's never too late to start or restart your fitness journey. Let's take the first step together! Flexible hours are available at the discounted price of \$35 per 45 minute session during business hours only.

Benefits of having a Personal Trainer:

- Takes into account your current fitness level & discusses what you want to achieve through your workouts.
- Create a specific workout plan just for you based on what you want to achieve.
- Teaches you the proper way to perform each exercise.
- Keeps you accountable, making it more likely that you'll stick with your training program.

CALL TO SET UP AN APPOINTMENT WITH YOUR DESIRED INSTRUCTOR!

Full payment is required at the time of booking



Prime*plus*
Senior Centers

Food Pantry

**Wednesdays
1:00 - 2:00 PM**

**The parking lot
located at the
Titustown Community
Center, 7545 Diven St.
Norfolk, VA 23505**

PRIMEPLUS ON THE GO

NO NEED TO WORRY ABOUT GETTING TO THE GYM, OUR FITNESS CLASSES COME TO YOU!

At Primeplus, we believe that staying active is key to maintaining a healthy, fulfilling lifestyle at any age. That's why we're bringing Fitness on the Go directly to you! Whether you're at home or at one of our local senior facilities, we offer fun and engaging fitness sessions designed specifically for seniors.

Our Fitness on the Go program includes:

- Low impact exercises that are easy on the joints
- Certified instructors who provide support.
- Convenient on-site classes in your own facility.
- Activities to improve strength, balance, & mobility

*Call Tomika Harris, Wellness Coordinator at
757.598.0063 or via email at tharris@primeplus.org*

