

Stakeholder Priorities for an Elder Friendly
Community:

Survey Results from Hispanic/Latino Respondents

Part of Care for Elders 2009/10 Consumer Input Initiative



Outline of this Presentation

- Background that led to Care for Elders Consumer Input Process
- Demographics of **Hispanic / Latino** respondents
- Top 5 Priorities
- Top 5 Areas for Expansion
- Comparing Hispanic/ Latino Feedback to Overall Survey Sample

Background

- Care for Elders participated in a process lead by the City of Houston's Department of Health & Human Services to create an *Aging Agenda* for Houston & Harris County (in 2008).
- In creating the *Aging Agenda*, experts consolidated different issues/concerns into 8 domains or themes, which were used to evaluate the extent to which Houston/Harris County is elder-friendly.
- The domains:
 - Health and Well-Being
 - Access to Quality Care
 - Basic Needs
 - Housing
 - Transportation and Mobility
 - Safety and Security
 - Civic Engagement/Volunteerism and Employment
 - Spirituality, Culture, Recreation, and Lifelong Learning

Background Information

- The *Aging Agenda* had a total of 48 recommendations to improve our community's elder friendliness.
- However, most recommendations were written in “the language of professionals”, there was no priority ranking of the recommendations and community-dwelling elders did not have any input in the *Aging Agenda*.
- Care for Elders “translated” the 40 recommendations into “lay language” and re-categorized them into 10 domains /categories.
- Care for Elders then conducted extensive community outreach to get input from seniors and other stakeholders about ***priorities for action.***

Process of Gaining Stakeholder Input

- CFE, with its partners, identified many opportunities to meet with stakeholders and gain their input. Surveys were administered at the following locations:
 - Senior and community centers
 - Subsidized senior apartment communities
 - Assisted living facilities
 - Retirement communities
 - And more
- Surveys were also distributed:
 - To homebound elders (who were meals on wheels clients)
 - Via Survey Monkey (electronic survey)
- Time Frame
 - Surveys were conducted from September 2009 – March 2010

Demographics of Hispanic Respondents in CFE's Consumer Input Survey

- CFE reached 1198 survey participants through its process.
- **159 (or 13%)** of respondents self-selected **Hispanic/ Latino** as their race/ethnicity
- One survey facilitator helped translate the survey into Spanish while it was administered in community centers.
- **Hispanic/ Latino** category was meant to include non-White and non-Black Hispanics; however some Hispanics marked “White” as their race.

Demographics of Hispanic / Latino Survey Respondents

Gender:

- **80%** female
- **20%** male

10% Homebound elders

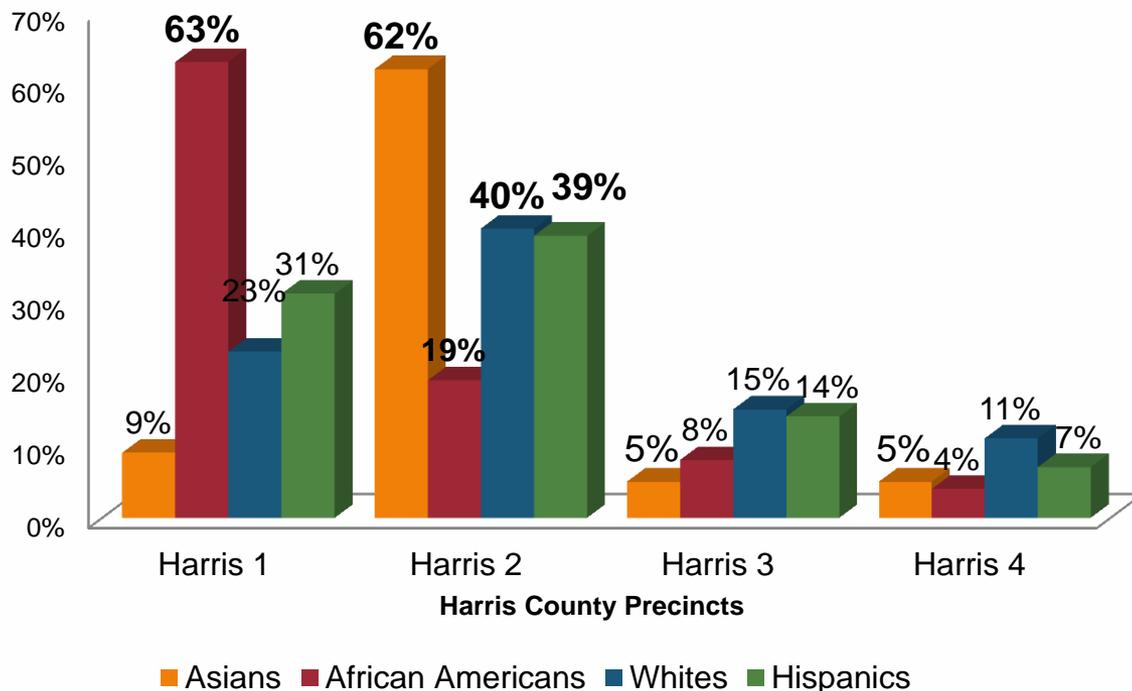
Residence:

- **39%** from Harris County, **Precinct 2**
- **31%** from Harris County, **Precinct 1**
- Most Whites & Hispanics are concentrated in Precinct 2; Hispanic individuals make up a fair share of Harris P 1.

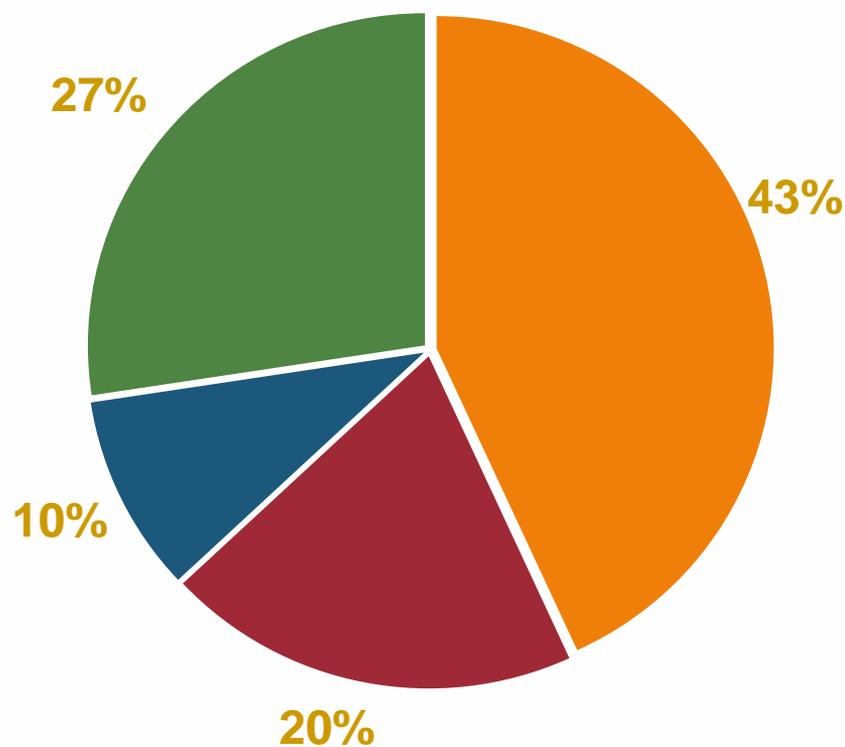
Age:

- **20%** of participants are between ages 50 -64 years;
- **58% are seniors age 65 years or more**

Race and Residence in Harris County



How respondents describe themselves (choice of 4 categories)



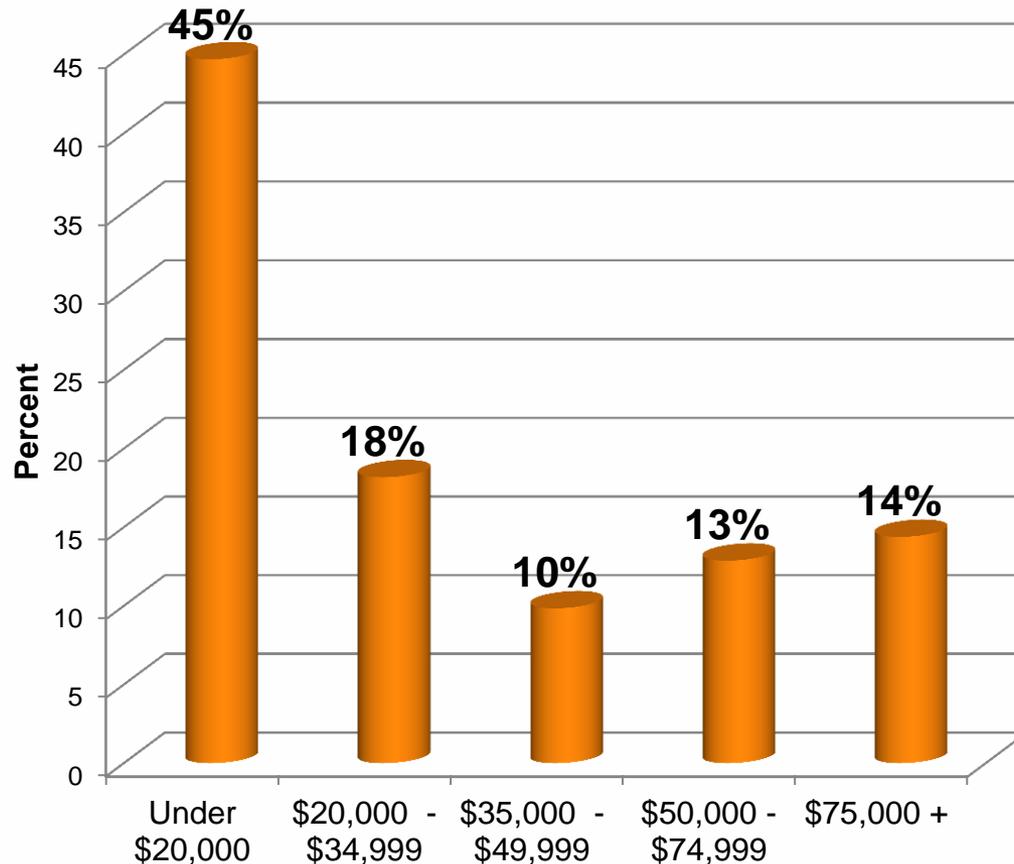
■ Senior -no Outside Help ■ Senior gets Help
■ Family or caregiver ■ Professional

Respondents were asked to select one of the 4 categories that best described them:

- A senior that does not receive help from an outside agency
- A senior that gets help from an outside agency
- A family or informal caregiver for an older adults
- A Professional that works with or for older adults

Therefore **63%** seniors and **27%** are professionals.

Demographics: Income



63% of Latino/Hispanic participants have annual incomes that fall in the lowest two income brackets; this is second to the African American population with 73% of its respondents in the lower two income brackets.

70% of those in the lowest income bracket are **seniors.**

Top Recommendation for Each Domain

Domain	Recommendation
<i>Health and Well Being</i>	Require that doctors, nurses and social workers get more training in how to work with older adults
<i>Access to Services</i>	Establish one application form that can be used for various services to reduce the number of times a senior has to provide the same information
<i>Quality of Direct Workforce</i>	Establish one agency to handle all recruitment, screening and training of hands-on workers for the community. Make it a law that all home care and “hands on” workers must be trained <i>before</i> they help a senior
<i>Services & Support for Caregivers</i>	Study what we are already doing for caregiver and come together on new projects to meet unmet needs
<i>Basic Needs</i>	Make it easier to get help with paying electric and utility bills

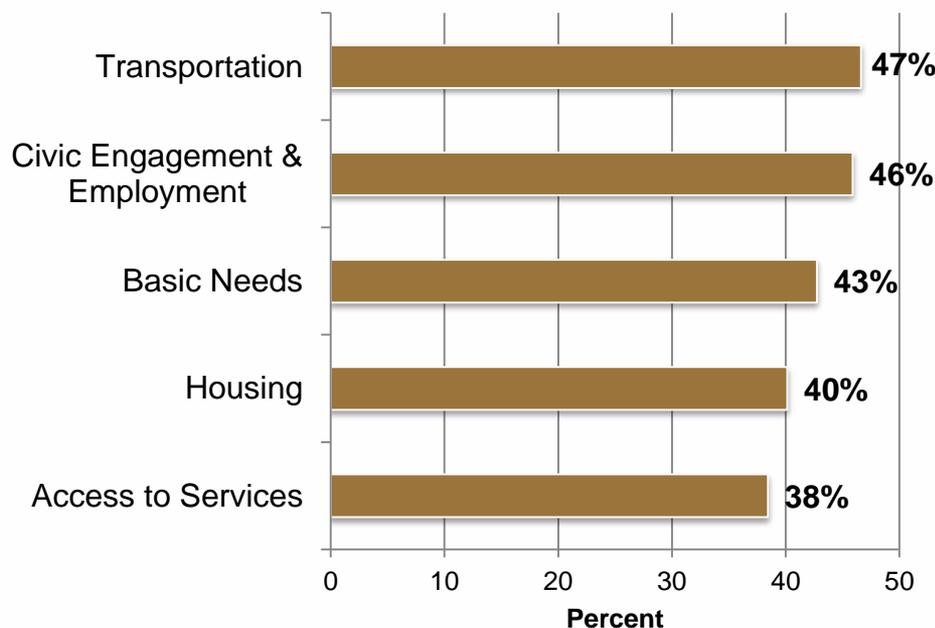
Top Recommendation for Each Domain

Domain	Recommendation
<i>Housing</i>	Come up with new ideas and plans to meet the housing needs of seniors
<i>Transportation and Mobility</i>	Improve how current transportation programs operate so that they better meet seniors' needs.
<i>Safety and Security</i>	Teach older adults about scams and how to protect themselves from being taken advantage of
<i>Civic Engagement, Volunteering and Employment</i>	Work with businesses to encourage them to hire older workers.
<i>Spirituality, Culture, Recreation and Lifelong Learning</i>	Offer activities and classes for seniors at neighborhood businesses like bookstores and coffee shops

Hispanic Respondents: Top 5 Priorities to Make Houston/Harris County 'Elder-Friendly'

Rank	<i>Domain</i> & Recommendation	%
1	<i>Transportation & Mobility :</i> Improve how current transportation programs operate so that they better meet seniors' needs	46.62
2	<i>Civic Engagement, Volunteering and Employment:</i> Work with businesses to encourage them to hire older workers.	45.89
3	<i>Basic Needs:</i> Make it easier to get help with paying electric and utility bills	42.76
4	<i>Housing:</i> Come up with some new ideas and plans to meet the housing needs of seniors.	40.14
5	<i>Access to Services:</i> Establish one (1) application form that can be used for various services to reduce the number of times a senior has to provide the same information	38.46

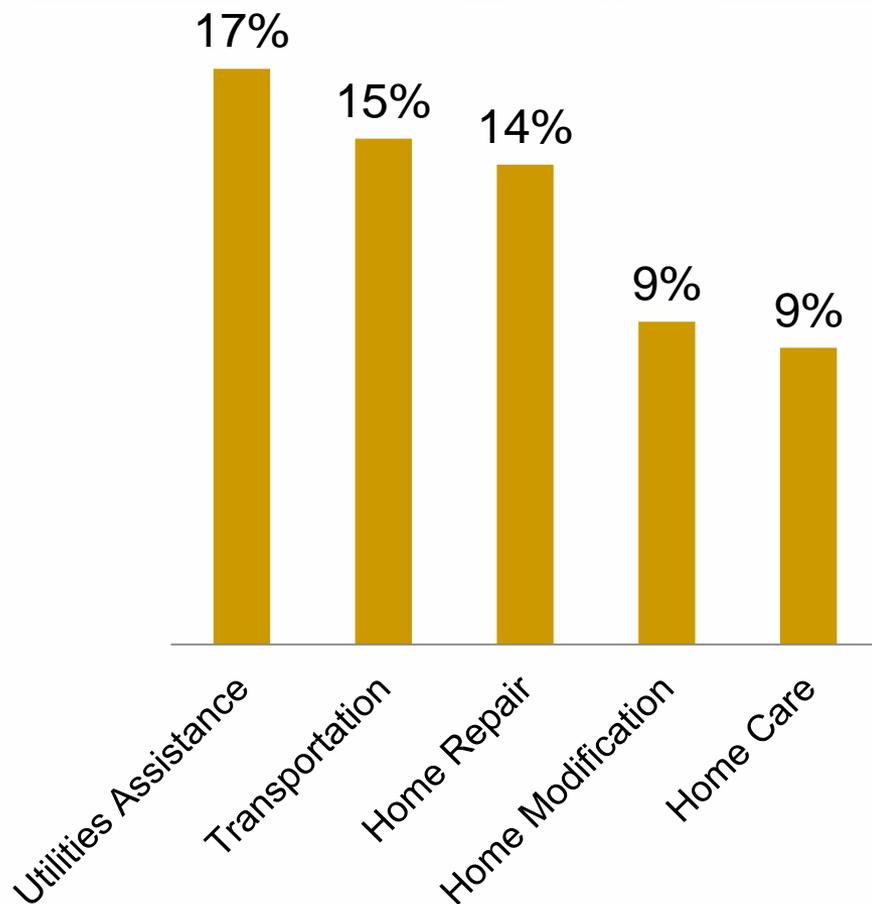
Top 5 Priorities: Hispanic Respondents



Comparing Priorities for Hispanic Respondents to Overall Survey Respondents

Rank	Feedback from Hispanic Respondents Domain & Recommendation	Overall Survey Group Domain & Recommendation
1	Transportation: Improve how current transportation programs operate so that they better meet seniors' needs	Transportation: Improve how current transportation programs operate so that they better meet seniors' needs
2	Civic Engagement, Volunteering and Employment: Work with businesses to encourage them to hire older workers.	Basic Needs: Make it easier to get help with paying electric and utility bills
3	Basic Needs: Make it easier to get help with paying electric and utility bills	Safety & Security: Teach older adults about scams and how to protect themselves from being taken advantage of
4	Housing: Come up with some new ideas and plans to meet the housing needs of seniors.	Quality & Direct Workforce: Make it a law that all home care and "hands on" workers must be trained <i>before</i> they help a senior
5	Access to Services: Establish one (1) application form that can be used for various services to reduce the number of times a senior has to provide the same information	Civic Engagement, Volunteering and Employment: Work with businesses to encourage them to hire older workers.

Which Areas Do Hispanic Respondents Believe Need to be Expanded?



If resources permitted, which areas should be expanded?

Hispanic Respondents selected:

1. Utilities Bill Assistance - 17%
2. Transportation - 15%
3. Home Repair - 14%
4. Home Modification - 9%
5. Home Care - 9%

Hispanic respondents were the only respondents that prioritized utilities bill assistance over transportation. Also they wanted more home modification services.

What did we learn about Hispanic/ Latino Respondents?

- Hispanic participants made up **13%** of the survey sample; Hispanic elders make up approximately the same percentage of Harris County elders.
- Like other ethnic groups, most Hispanic survey participants were seniors aged 65 years or more, living in Harris County Precincts 2 and 1, respectively.
- More Hispanic elders were categorized as ‘homebound’ (than any other racial/ethnic group)
- Compared to the five priorities selected by the overall sample, Hispanics shared three of them:
 - **more transportation that caters to seniors’ needs;**
 - **the need for assistance with utility bills; and**
 - **the need to encourage businesses to recruit older adults**

What did we learn from Hispanic/ Latino Respondents?

- The employment priority is not surprising since almost half of Hispanic respondents earned less than \$20,000 in annual income.
- In terms of top priorities, **Hispanics were the only group that prioritized shared information across community agencies** to streamline how many times information is collected from beneficiaries.
- As 27% of Hispanic respondents were also Professionals, that helps explain why they voted for similar recommendations in each domain. **Hispanic respondents** and **professionals** voted for the same recommendation on **9 out of 10 categories.**

What did we learn from Hispanic/ Latino survey respondents?

- In terms of areas for expansion, Hispanic participants' top priorities were very similar to all other sub-groups, however, **they were the only group that prioritized utility bill assistance over transportation.**
- It is possible that the 10% that were homebound also voted for more help in making home modifications (such as ramps, renovations).

For more information, please contact
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