

Stakeholder Priorities for an Elder Friendly
Community:

Results from Professionals

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 **Professionals**
- Top 5 Priorities
- Top 5 Areas for Expansion
- Comparing Professionals feedback to Overall Sample
- Summary of feedback from Professionals

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

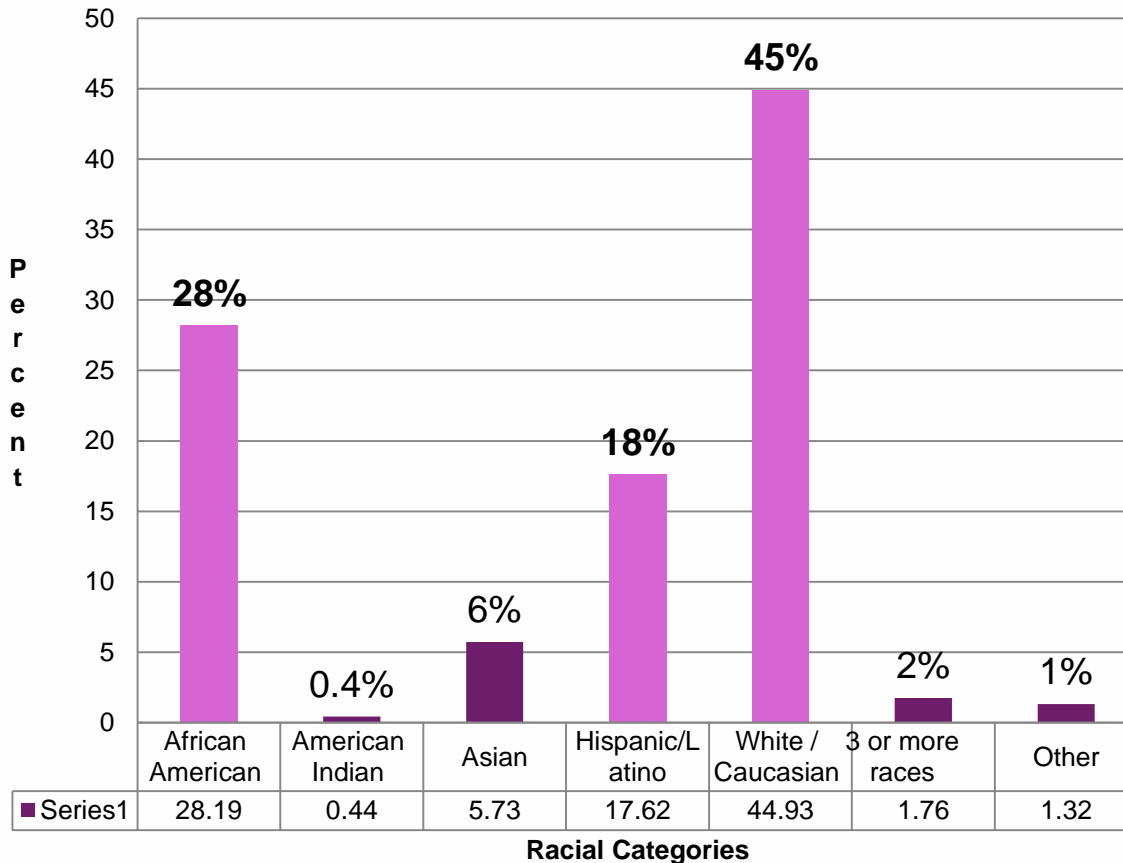
- CFE, with its partners, identified many opportunities to meet with stakeholders and gain their input. Surveys were administered at the following locations:
 - Senior and community centers
 - Subsidized senior apartment communities
 - Assisted living facilities
 - Retirement communities
 - And more
- 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

Definition of Professionals used in Survey

- CFE reached 1198 survey participants through its process.
- Respondents were asked to select one of 4 categories that best described themselves
- This is a summary of the **20%** of survey respondents who categorized themselves as ***professionals who work with or on behalf of older adults.*** Professionals included direct care providers, licensed care professionals and/or administrators.

Demographics of Professionals: Race & Age

Racial Background of Professionals



Self-reported Race: Most professionals were Caucasian/White, African American or Hispanic/Latino.

46% of professionals were between 50 - 64 years and 44% were between 25 - 49 years

Demographics: Professional Who Participated in the Survey

Income	Percent
Under \$20,000	4.67
\$20,000 - \$34,000	14.02
\$35,000 - \$49,000	18.69
\$50,000- \$74,000	20.56
\$75,000 +	42.06
Total	100

Not surprisingly, professionals have high incomes; most are earn more than \$75,000/ year.

232 Professionals who responded to survey

Gender:

- **82%** female
- **18%** male

Residence:

- **89%** Harris County residents
- **Mostly in Precincts 1 and 3**

Top Recommendation for Each Domain Voted by Professionals

Domains	#1 Recommendation According to Professionals
<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 (1) 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>	Make it a law that all home care and “hands on” workers must be trained <i>before</i> they help a senior
<i>Services and Support for Caregivers</i>	Study what we are already doing for caregivers 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

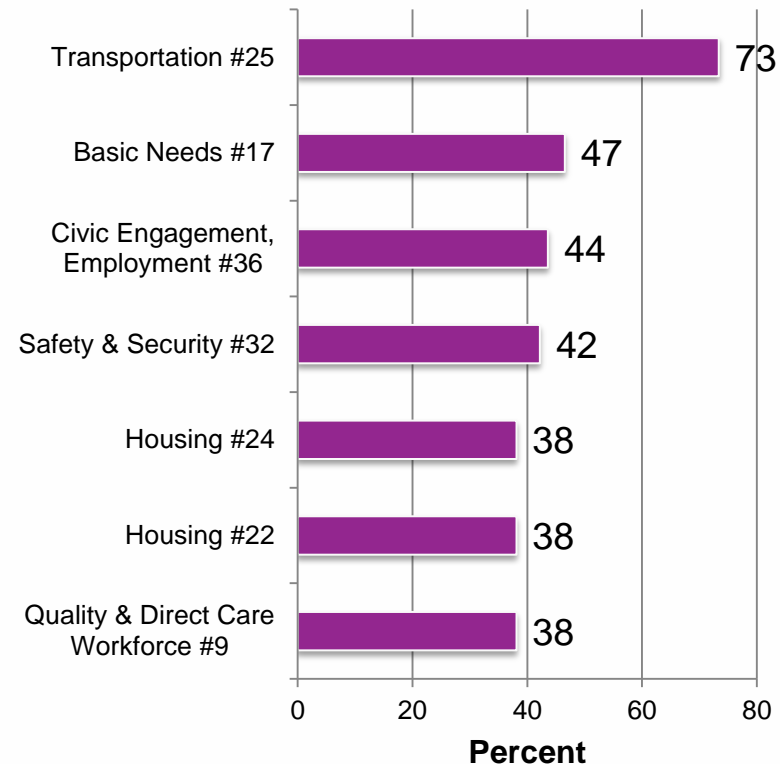
Top Recommendation for Each Domain Voted by Professionals

Domains	#1 Recommendation According to Professionals
<i>Housing</i>	<p><i>Tie between 2 recommendations:</i></p> <p>Teach seniors about different types of senior housing as well as ways to make their homes easier to stay in as they age.</p> <p>Come up with some new ideas & plans to meet the housing needs of seniors</p>
<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 & classes for seniors at neighborhood businesses like bookstores and coffee shops

Professionals' Top 5 Priorities to make Houston/Harris County more 'Elder-Friendly'

Rank	Domain & Recommendation	%
1	Transportation : Improve how current transportation programs operate so that they better meet seniors' needs	73
2	Basic Needs : Make it easier to get help with paying electric and utility bills	47
3	Civic Engagement, Volunteering & Employment : Work with businesses to encourage them to hire older workers.	44
4	Safety and Security : Teach older adults about scams and how to protect themselves from being taken advantage of.	42
5	Housing : Teach seniors about different types of senior housing as well as ways to make their homes easier to stay in as they age	38
5	Housing : Come up with some new ideas and plans to meet the housing needs of seniors	38
5	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	38

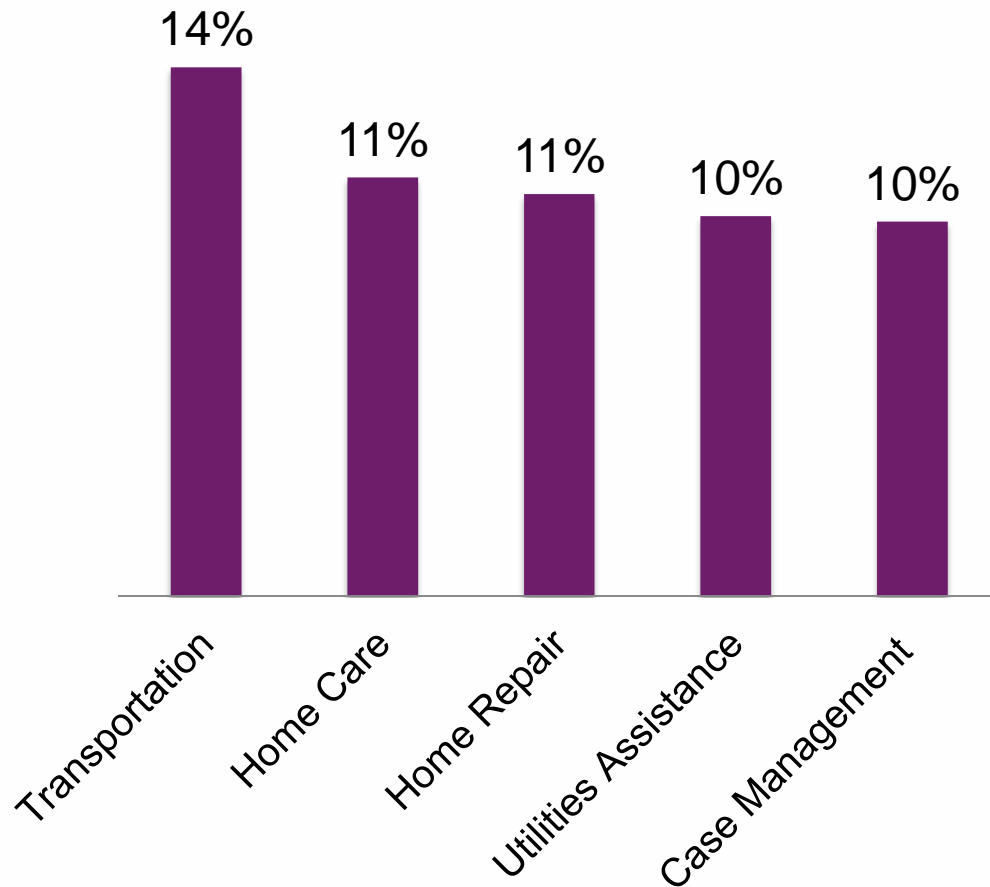
Professionals' Top 5 Priorities



Comparing Priorities for Professionals to Overall Survey Respondents

Rank	Professionals 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	Basic Needs : Make it easier to get help with paying electric and utility bills	Basic Needs: Make it easier to get help with paying electric and utility bills
3	Civic Engagement, Volunteering & Employment #36: Work with businesses to encourage them to hire older workers.	Safety & Security: Teach older adults about scams and how to protect themselves from being taken advantage of
4	Safety & Security : Teach older adults about scams and how to protect themselves from being taken advantage of	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	<p>Housing: Teach seniors about different types of senior housing as well as ways to make their homes easier to stay in as they age.</p> <p>Housing: Come up with some new ideas and plans to meet the housing needs of seniors</p> <p>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</p>	Civic Engagement, Volunteering and Employment: Work with businesses to encourage them to hire older workers.

Which Areas Do Professionals Believe Need to be Expanded?



If resources permitted, which areas should be expanded?

Professionals selected the following:

1. Transportation – 14%
2. Home Care – 11%
3. Home Repair -11%
4. Utilities Assistance – 10%
5. Case Management – 10%

What did we learn about Professionals?

- Overall, most professionals were between 35-64 yrs; mostly African American or White and have an annual income of \$50,000+.
- There is significant agreement between professional opinion and the overall survey sample (and all seniors combined); the top 5 priorities were the same, but in a slightly different order.
- Professionals were savvy in recognizing that elders want to remain a part of the workforce.

What did we learn from Professionals?

- Three recommendations were ‘tied’ for fifth place; these received exactly the same number of votes.
- One difference between Professionals and Seniors (and the overall survey sample) was that Professionals were more concerned about *housing*.
- Professionals recognized that elders need guidance in how to remain safely in their own homes; there is also a need for new housing options too.
- Most subgroups (egs. vulnerable seniors, caregivers etc) voted for similar areas for expansion; professionals were the *only group to want to expand case management services*.

What did we learn from Professionals?

Professionals often emphasized more systemic concerns:

- Under “***Services & Supports for Caregivers***”, they voted for studies that would understand current service provision and explore new options (seniors preferred the recommendation that care providers check up on them & their caregiver).
- Under “***Health & Well Being***”, they voted for enhanced training for care providers (unlike seniors who wanted access to care and annual check ups).

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