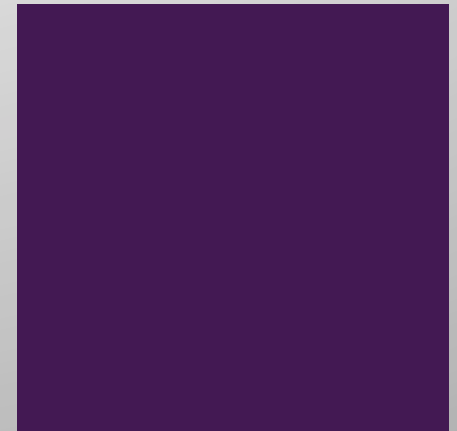
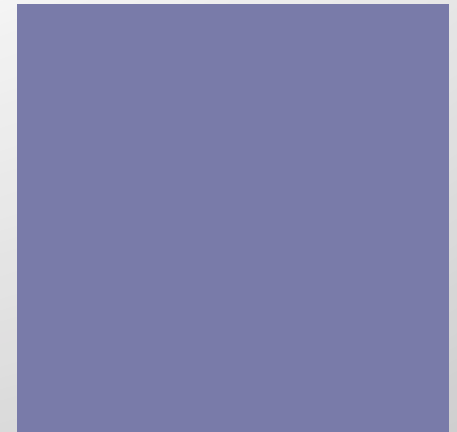




Rural Resort Region Gap Analysis:

Seniors in our Mountain Towns

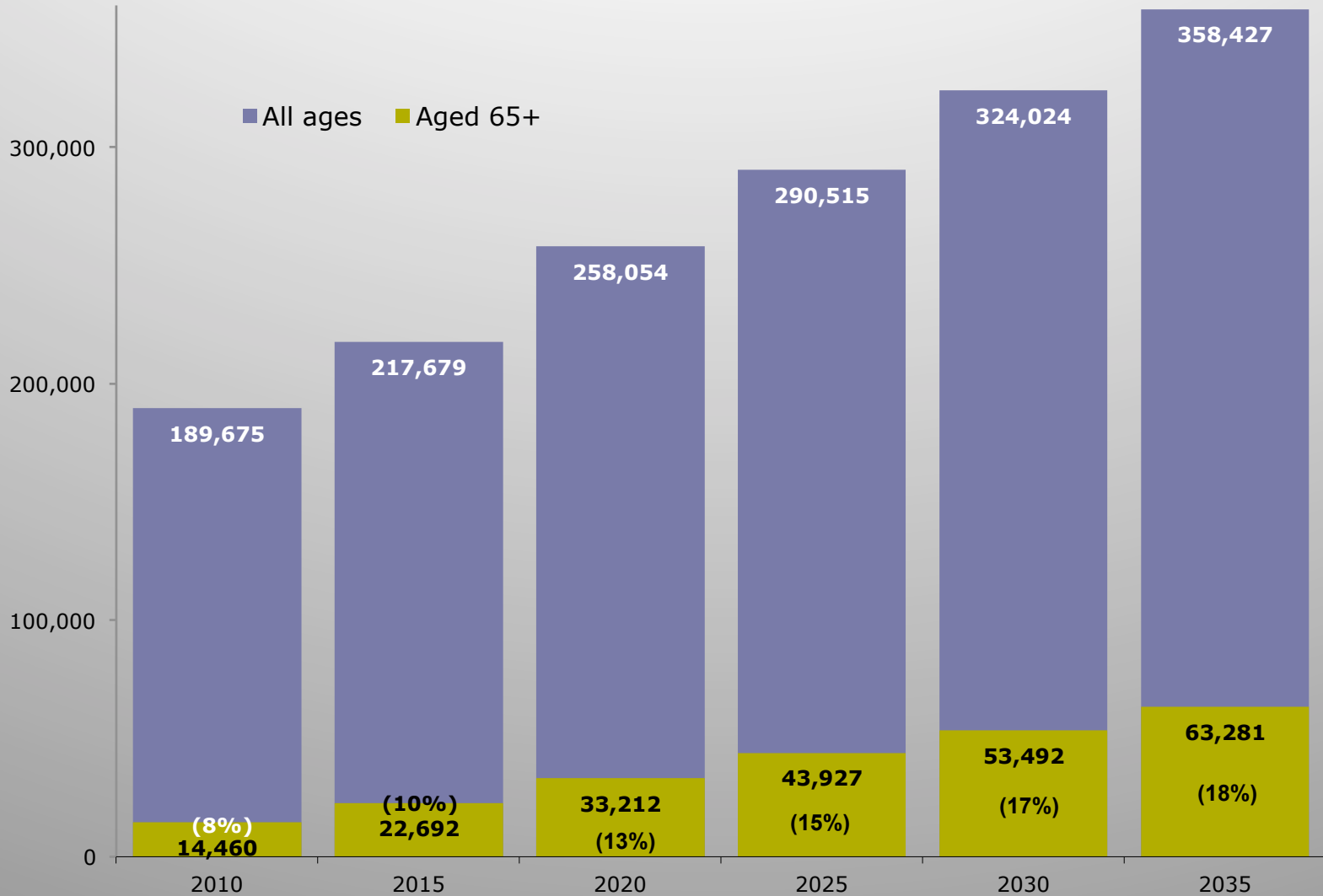


Michelle Kobayashi (michelle@n-r-c.com)
National Research Center, Inc.
November 9, 2011

+ Gap Analysis Methods

- CASOA™
 - Mailed survey
 - 1,019 completed surveys
- Key Community Member Survey
 - Web and mailed survey
 - 148 surveys out; 55 completed surveys
- Caregiver Survey
 - Self-administered questionnaires
 - 35 completed surveys
- Secondary data analysis and synthesis
- Facility analysis

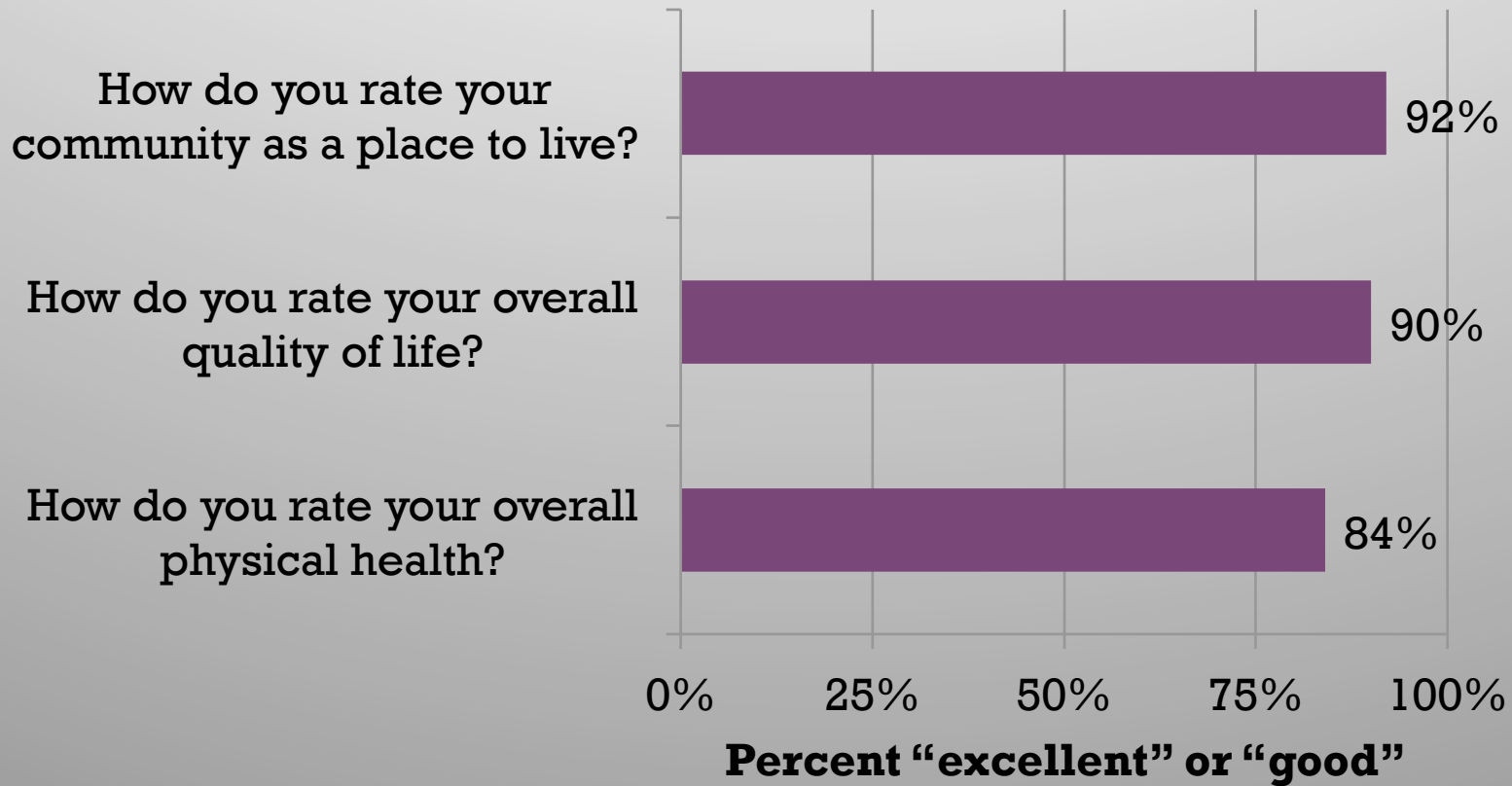
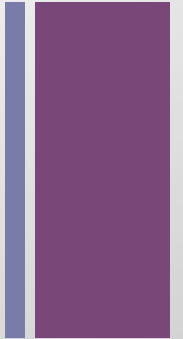
+ RRR: Population Projections



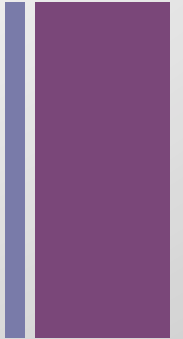
Eagle, Garfield, Grand, Jackson, Lake, Pitkin, and Summit Counties, Colorado Division of Local Government, State Demography Office, https://dola.colorado.gov/demog_webapps/pag_category.jsf



RRR as a Place for Older Residents



+ RRR Community Livability: Strengths and Shortfalls



Region Strengths (>70%)	Region Shortfalls (<30%)
<ul style="list-style-type: none">✦ Opportunities to volunteer✦ Community safety✦ Recreation opportunities✦ Religious/spiritual opportunities✦ Fitness Opportunities	<ul style="list-style-type: none">✧ Employment opportunities✧ Affordable, quality housing✧ Variety of housing✧ Affordable, quality mental health care✧ Availability of financial and legal planning services✧ Adult day care*✧ Homemaker services*

* Not asked on resident survey



RRR Community Livability Chart



●	Overall feeling of safety in your community	●
	Opportunities to volunteer	
	Opportunities to attend religious or spiritual activities	
	Fitness opportunities	
●	Recreation opportunities	
	Opportunities to attend or participate in meetings about local government or community matters	
	Ease of getting to the places you usually have to visit	
●	Ease of car travel in your community	
	Opportunities to attend social events or activities	
	Ease of walking in your community	
●	Sense of community	●
	Valuing older residents in your community	
	Availability of preventive health services	
●	Neighborliness of your community	●
	Openness and acceptance of the community towards older residents of diverse backgrounds	
●	Opportunities to enroll in skill-building or personal enrichment classes	
	Availability of affordable quality food	●
	Availability of information about resources for older adults	
	Availability of affordable quality physical health care	
	Variety of housing options	●
	Availability of affordable quality housing	
●	Employment opportunities	



Legend

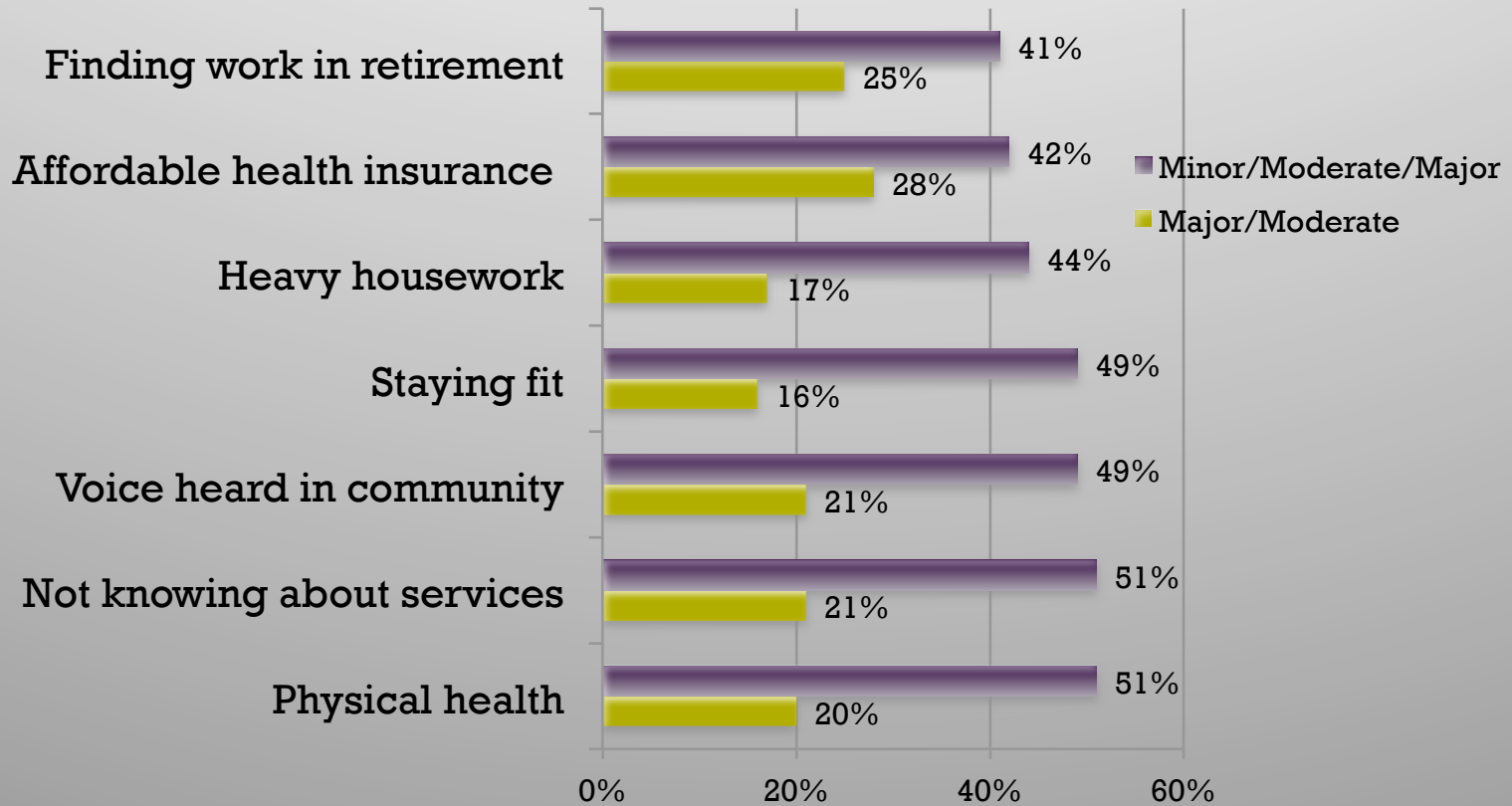
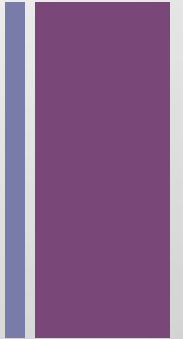
Highest rated

Lowest rated

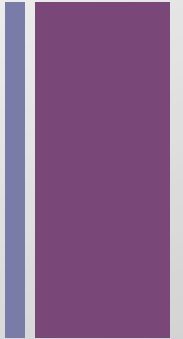
Key driver



Older Adult Needs in the RRR



+ Service Inventory



- Most prevalent: immunizations, meals, volunteer opportunities
- Least prevalent: design guidelines, temporary housing, job training
- Services of highest priority: transportation, immunizations, health screenings, benefit counseling, information and referral
- Garfield, Pitkin and Summit reported largest variety of services, followed by Grand

+ Caregiving in the RRR

- 59% of older adults in RRR reported being a caregiver; one in five gives 15+ hours of care weekly
- One in five RRR older residents reported having problems with caregiving
- More than 60% were employed
- Almost one-half of the caregivers reported that “nobody” would provide care for care recipient if he/she could not. Almost 4/10 would likely move to a nursing home.

+ Gaps Identified in Study

Access to health care

- Lack of medical providers
- Lack of mental health care
- Cost of insurance
- Knowledge of public insurance programs/options
- Lack of home health care providers
- Lack of assisted living facilities and nursing homes
- Access to facilities and providers varies by county

Housing

- Cost of housing/lack of affordable housing
- Lack of variety in senior housing
- Lack of assisted living options

Employment

- Lack of job opportunities
- Lack of adult education/vocational training options
- High cost of living
- Baby boomers want encore careers

+ Gaps Identified in Study

Home services

- Need for home and yard maintenance assistance
- Need for assistance with heavy or intense housework
- Need for home health care
- Lack of companion services

Support for caregivers

- Lack of in-home services
- Lack of in-home respite options
- Lack of adult daycare
- Lack of information/knowledge of services available
- Lack of information on how to provide best care

Information

- Lack of knowledge of services available for older adults
- Lack of information about public insurance programs/options
- Lack of information related to legal and financial issues

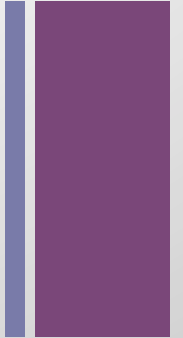
Transportation

- Lack of safe and affordable transportation



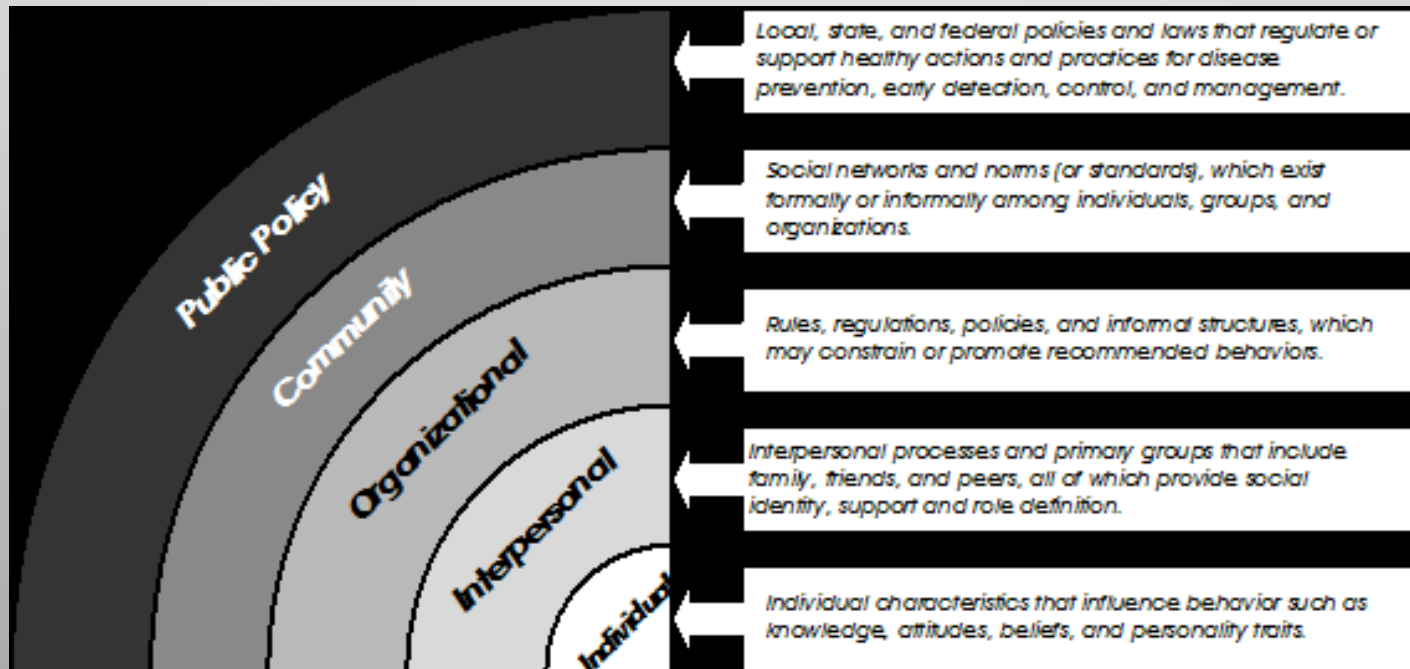
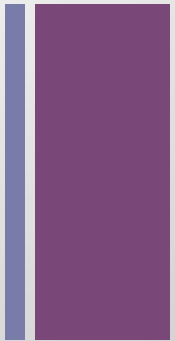
Recommendations

- Community Empowerment
- Paradigm Shift– Older Adults as Resources
(Promoting Volunteerism, Supporting Caregivers, Supporting older adult employment)
- Adopting a Systems Level Approach
- Use of the Built Environment in Fostering Successful Aging *(housing, mobility)*
- Promotion of Healthy Lifestyles
- Promotion of In-Home Services

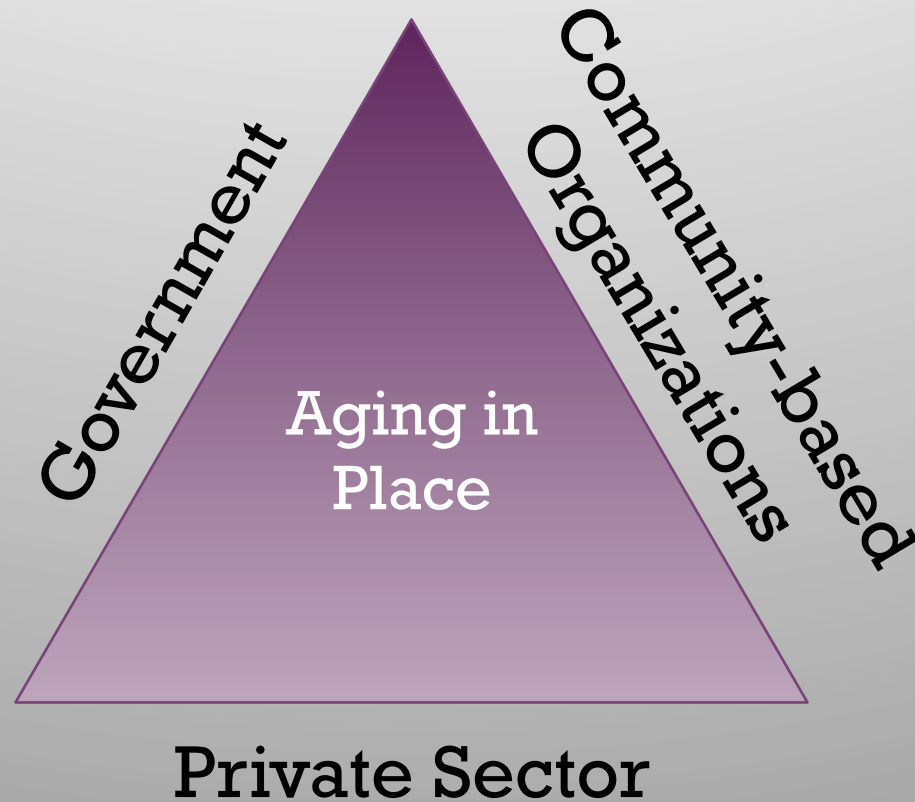




The Socio-Ecologic Model

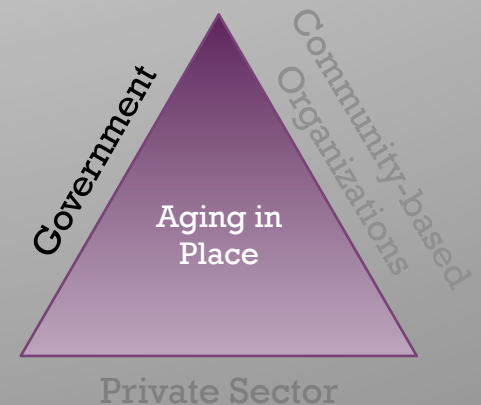


+ Service Opportunities by Community Sector



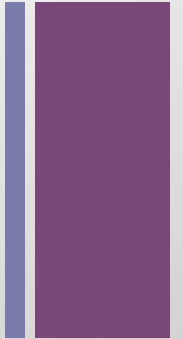
+ Government Sector

- Continue to serve vulnerable populations through meals, transportation, caregiving assistance, etc.
- Serve as information clearinghouse
- Provide resource and referral activities
- Provide technical assistance to private and community sectors
- Organize or provide volunteer/time banking matching services
- Work with other government entities on shared community issues such as transportation, affordable housing, health care and community design
- Grant-writing to fund innovative programs related to prevention – fitness, preventive health strategies, fall prevention, etc.
- Organization of collaboratives/older adult councils

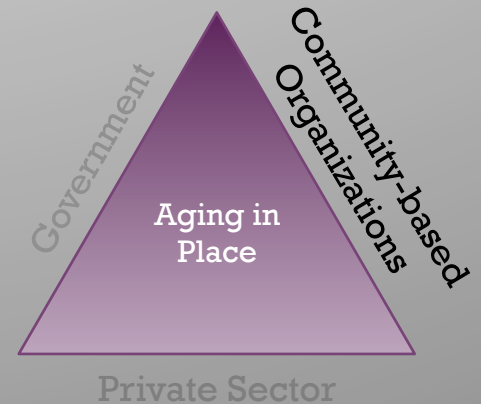




Private Sector

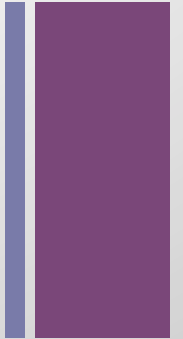


- Employers implement policies and programs to facilitate civic engagement, senior jobs, and caregiver support
- New business starts in areas of home health care, companion services, homemaking and maintenance, home modifications
- Development of more senior-friendly homes and communities (including assisted living options)
- Development of additional medical facilities and services





Community-based Organizations

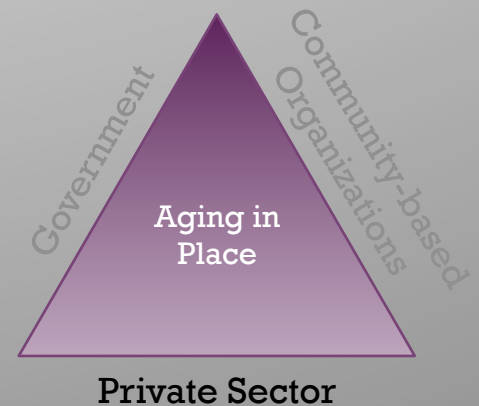


■ Faith-based Communities and Other Membership Groups

- Provide education around areas of caregiving, public health insurance, financial and legal planning
- Encourage and organize volunteer activities to support older residents
- Provide caregiver respite and support
- Organize senior fitness and recreational groups
- Provide mental health counseling/or peer counseling

■ Organizations Serving Seniors

- Collaborate with government, private sector and other CBOs to identify shared interests
- Participate in activities aimed at systems change (policy advocacy, public education, networking)
- Harness power of baby boomers to volunteer and contribute in meaningful ways
- Grant-writing



Presented by
Michelle Kobayashi



National Research Center, Inc.
3005 30th St.

Boulder, CO 80301

t: 303.444.7863

f: 303.444.1145

e. michelle@n-r-c.com

Thank you!