World Class Conversations with Diverse Populations

Demographic Trends
Changing Environment
Preparing for Conversation

Aging in America
Las Vegas, Nevada
March 18, 2009
Trend Snapshot

- The 60+ population is growing.
- The older population is living longer.
- The oldest old population in each state will grow.
- The older population will be more racially and ethnically diverse than ever before.
- Some states will have larger proportions of older minorities who are foreign born residents.
- Migration patterns will affect some states more than others.
- Accommodations will be desired for non-English speaking older populations.
Older Americans

- Older adults represent the fastest growing segment of America’s population.

- In 2008, over 42 million Americans were age 65 and older.

- By 2050, that number will grow to almost 87 million.

- The 85+ population grew from 100,000 in 1900 to 4.2 million in 2000.

- The 85+ population is projected to grow from 4.2 million in 2000 to nearly 21 million in 2050.
Gender

- Women make up 58% of the 65 and over population and 69% those 85 and older.

- A majority of older men are veterans.

- In 2007, older men were much more likely than older women to be married.

- Over 78% of men aged 65-74 were married, compared with 56% of women from the same age group.

- In 2007, women aged 65+ were three times likely as men of the same age to be widowed.
Education

Despite overall increases in educational attainment among older Americans, substantial differences exist among racial and ethnic groups.

- In 2007, 28% of the older population had not completed high school.

- Comparatively, 48% of older African Americans and 64% of older Hispanics had not completed high school.
Living Arrangements

Significant correlations exist between living arrangements of older adults and income, health status, and the use of caregivers.

- Older adults living alone are much more likely than older adults who live with spouses to be in poverty.

- Older women (40%) are twice as likely as older men to live alone (19%).
Health Status

- Reaching age 65, older Americans can expect to live an average of nearly 18 more years.

- Prevalence of chronic conditions differs by sex.

- Close to half of older men and one-third of older women reported trouble hearing.

- Vision trouble affects 18% of the older population. About 33% of the 85+ population report trouble seeing.

- Prevalence of moderate to severe memory impairment increases significantly with age.
Racial and Ethnic Diversity

As the older population grows, it will also become more diverse in racial and ethnic composition.

- Non-Hispanic whites account for nearly 83% of the older population, African Americans make up 8%, Hispanics account for nearly 6% and Asians make up 3%.

- By 2050, the composition will change to 61% for non-Hispanic whites, 18% for Hispanics and 12% for African Americans, and 8% for Asians.
Diversity in Aging

- Race
- Ethnicity
- Language
- Gender
- Income
- Education
- Health
- Geographic Background
- Mental and Physical Ability
- Caregiver Status
- Sexual Orientation
- Literacy
- Immigration
- Exploitation (financial, physical, emotional abuse)
Issues of Our Time

- Serving Individuals with Disabilities
- Applying Person Centered Approaches
- Implementing Nursing Home Diversion Projects
- Ensuring Adequate Home and Community Based Services and Supports
- Making Communities Liveable
- Designing Health Promotion/Disease Prevention Initiatives
- Advancing Comprehensive Benefits Counseling
- Providing Long Term Services and Supports Planning
Access to Information

- How does diversity change access to person centered information about aging services and supports?
- What quality goals should you accomplish when communicating with diverse populations?
- How do you capture interest of diverse populations?
- What are goals for connecting with new initiatives?
- Who should be involved in broadening the communication scope?
And the Survey Says…

- Involve everyone.
- Embrace diversity.
- Share knowledge, resources, and decision making.
- Build connections.
- Extend services to underserved groups.
- Apply new knowledge and work experience.
- Connect deliberative discussion for social, systems and policy change.
Get a Perspective

- Demographic Statistics and Trends
- Federal, State and Policy Directions
- News Stories
- New Initiatives, Demonstrations and Projects
World Class Communication

Communication Styles
Attitudes About Conflict
Approaches to Completing Tasks
Decision Making Styles
Ways of Knowing
People Preparedness

Clarity/Confusion
Hope/Fear
Proactive/Passive
Calm/Stress
Pride/Indifference
Guilt/Innocence
Anxiety/Assurance
Communication Challenges

Vision
Hearing
Speech
Mobility
Coordination
Concentration
Person Centered Approaches

- Prepare for Conversation
- Expand Knowledge
- Know the Target Audience
- Search and Gather Appropriate Resources
- Incorporate New Communication Strategies, Techniques and Styles
Additional Information

Training
Technical Support
Consultation and Assessment
Diversity Discussions
Communication Tip Sheets
On Line America’s Diversity Resource Guide

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