Advancing Diversity:
Shaping Tomorrow's Person Centered Access to Information and Supports

- Demographic Trends
- Changing Environment
- Preparing for Conversation

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Overview

- 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
- Some states will have larger proportions of older minorities/foreign born residents
- Migration patterns will affect some states more than others
- Accommodations will be needed for non-English speaking older populations
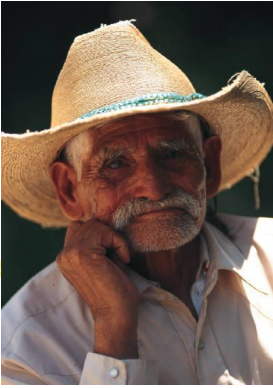
Older Americans

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

- In 2003, nearly 36 million Americans were age 65 and older. By 2050, that number will grow to almost 87 million.

- The oldest segment of the population (85+) grew from just 100,000 in 1900 to 4.2 million in 2000.

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

Gender

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

- A majority of older men are veterans.

- In 2003, older men were much more likely than older women to be married. Over three-quarters (78%) of men age 65-74 were married, compared with over half (56 %) of women in the same age group.

- In 2003, women age 65 and over were three times as likely as men of the same age to be widowed.

Education

- In 2003, 28 % of the older population had not completed high school.

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

- Comparatively, in 2003 only 48% of older African Americans and 64% of older Hispanics had not completed high school.

Living Arrangements

- There are significant correlations between living arrangements of older adults and income, health status and the availability of caregivers.

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

- In 2003, older women (40%) were twice as likely as older men to live alone (19%).

Health Status

- Older Americans who survive to age 65 can expect to live an average of nearly 18 more years.

- Prevalence of chronic conditions differs by sex.

- In 2002, close to one-half of older men and one-third of older women reported trouble hearing.

- Vision trouble affects 18% of the older population. Those age 85 and older have about 33% reporting trouble seeing.

- Prevalence of moderate to severe memory impairment increases significantly with age.

Racial & Ethnic Diversity

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

- In 2003, non-Hispanic whites accounted for nearly 83 percent of the older population, African Americans made up 8 percent, Hispanics accounted for nearly 6 percent and Asians made up 3 percent.

- 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

- Language
- Immigration
- Mental and Physical Disability
- Gender
- Sexual Orientation
- Caregiving
- Abuse
- New Community Residents
- Income
- Geographic Location
- Education
- Health Status

Conversations with the Aging Network

- How is diversity changing access to information about aging services and supports?
- What would you like to accomplish when communicating with diverse populations?
- How can issues and programs be described in a way that invites interest of diverse populations?
- What are some broad and specific goals for awareness and community education?
- Who should be involved?
- Who is already working on these issues?

Aging Network Responses
Core Principles

- Involve everyone

- Embrace diversity

- Share knowledge, resources, power and decision making

- Build connections

- Extend services to people/groups not previously served

- Apply new knowledge and work experience

- Connect deliberative dialogue to social, systems and policy change

Implications for Change

- Know Demographic Statistics and Trends

- Monitor News Stories

- Engage in Diversity Dialogue

- Establish New Partnerships

- Learn about emerging resources

- Collect, Analyze and Share Experiences

Communicating with Diverse Groups

- Communication Styles
- Attitudes Toward Conflict
    - Approaches Toward Completing Tasks
- Decision Making Styles
- Approaches to *Knowing*

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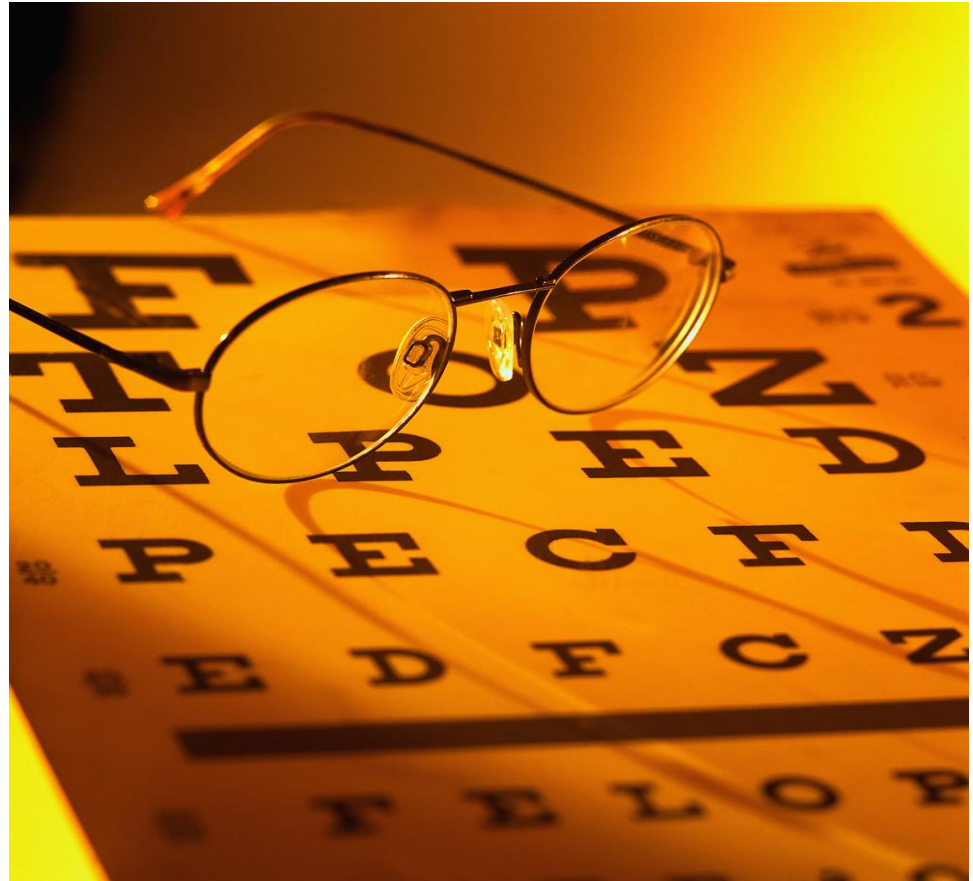# Communicating with Diverse Groups
Challenges and Opportunities

- Clarity/Confusion

- Hope/Fear

- Proactive/Passive

- Calm/Stress

- Pride/Indifference

- Guilt/Innocence

- Anxiety/Assurance

- Vision
- Hearing
- Speech
- Mobility
- Coordination
- Concentration

Conversations with the Aging Network

- How is diversity changing the way in which you provide information, referral, follow-up and advocacy?
- Are you using new conversational techniques?
- How might you modify approaches to make these processes more effective?
- What affect is diversity having on your information and referral resource database development, training, outreach and promotion, staffing, data collection?
- What are some broad and specific goals information and referral should aim to achieve?
- Who should be engaged in developing your information and referral system?

Getting Prepared with Resources

- Aging I&R Communication Tip Sheets
- America's Diversity: On Line Resource Study Guide

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Getting Prepared: Designing the Consumer Experience

- Prepare for Conversation

- Expand Definition of Diversity

- Know Emerging Trends

- Review Diversity Resources

- Incorporate New Communication Strategies, Techniques and Styles