

The  
**ADVANTAGE**<sup>SM</sup>  
Initiative

---

*Improving Communities for an Aging Society*

**Introduction to  
the AdvantAge Initiative**

**February 20, 2008**

Center for Home Care Policy & Research

# A Growing Older Population: Challenges

- **The “Age Wave” is coming**
- **Most older people (93%) in the U.S. want to “age in place”**
- **Community infrastructure is generally unprepared for a growing number of older adults**
- **Negative stereotypes about older adults are pervasive and may inhibit community action**
- **Good local information about mid-life and older adults as well as their interests, contributions, and needs is scarce**

# A Growing Older Population: Opportunities

- **Communities are beginning to pay more attention to aging issues and the need to build capacity to support a growing older population**
- **Communities are also beginning to consider the older population as a resource rather than a drain on resources**

# AdvantAge Initiative Objectives

- **Develop a model of an “elder friendly” community**
- **Develop a method to measure community “elder-friendliness”**
- **Help communities interpret and use this information to create action plans to support older residents’ health, well-being, and independence as well as their social and civic engagement**

Addresses  
Basic Needs

- Provides appropriate and affordable housing
- Promotes safety at home and in the neighborhood
- Assures no one goes hungry
- Provides useful information about available services

Promotes Social  
and Civic Engagement

- Fosters meaningful connections with family, neighbors, and friends
- Promotes active engagement in community life
- Provides opportunities for meaningful paid and voluntary work
- Makes aging issues a community-wide priority

An Elder -  
Friendly  
Community

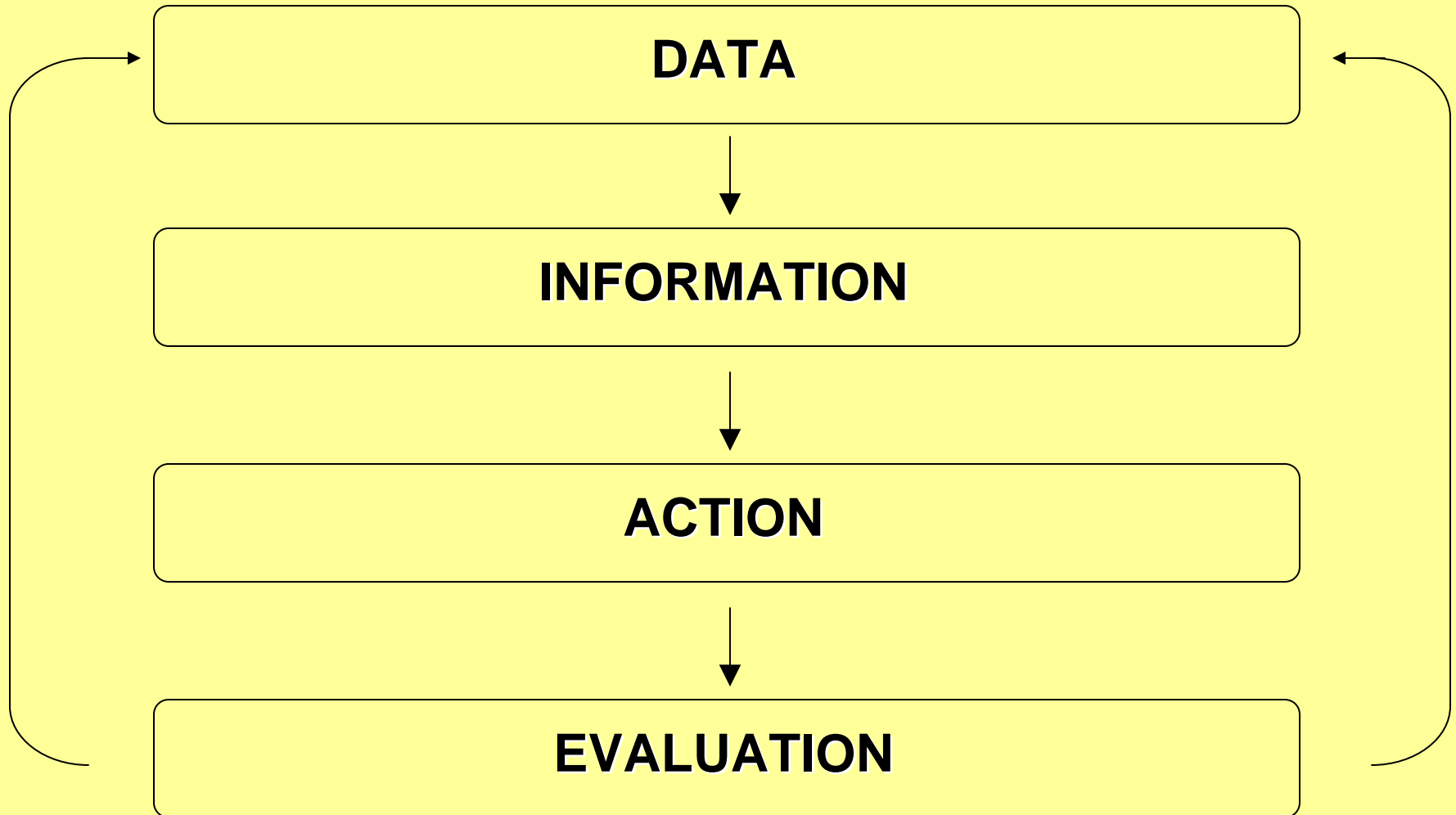
Optimizes  
Physical and Mental  
Health and Well Being

- Promotes healthy behaviors
- Supports community activities that enhance well being
  - Provides ready access to preventive health services
- Provides access to medical, social, and palliative services

Maximizes  
Independence

- Mobilizes resources to facilitate “living at home”
  - Provides accessible transportation
- Supports family and other caregivers

# The AdvantAge Initiative Planning Process: Data Driven, Participatory Community Development



# AdvantAge Initiative Survey Conducted in:

- Six neighborhoods of Chicago, IL
- Indianapolis, IN
- Jacksonville, FL
- Lincoln Square, NYC
- Maricopa County, AZ
- Orange County, FL
- Puyallup, WA
- Santa Clarita, CA
- Upper West Side, NYC
- Yonkers, NY
- National Survey
- Grand Rapids, MI
- Contra Costa County, CA
- Parsippany, NJ
- Newaygo County, MI
- St. Joseph County, IN
- Elkhart County, IN
- Kosciusko County, IN
- LaPorte County, IN
- Marshall County, IN
- El Paso County, TX
- Chinatown, NY
- 14 grantee-communities of the Robert Wood Johnson Foundation Community Partnerships for Older Adults program (CPOA)

# The Lincoln Square Naturally Occurring Retirement Community

# Percentage of people age 65+ who say safety in their neighborhood is fair or poor

## Lincoln Square

Unweighted N=185  
Weighted N=589

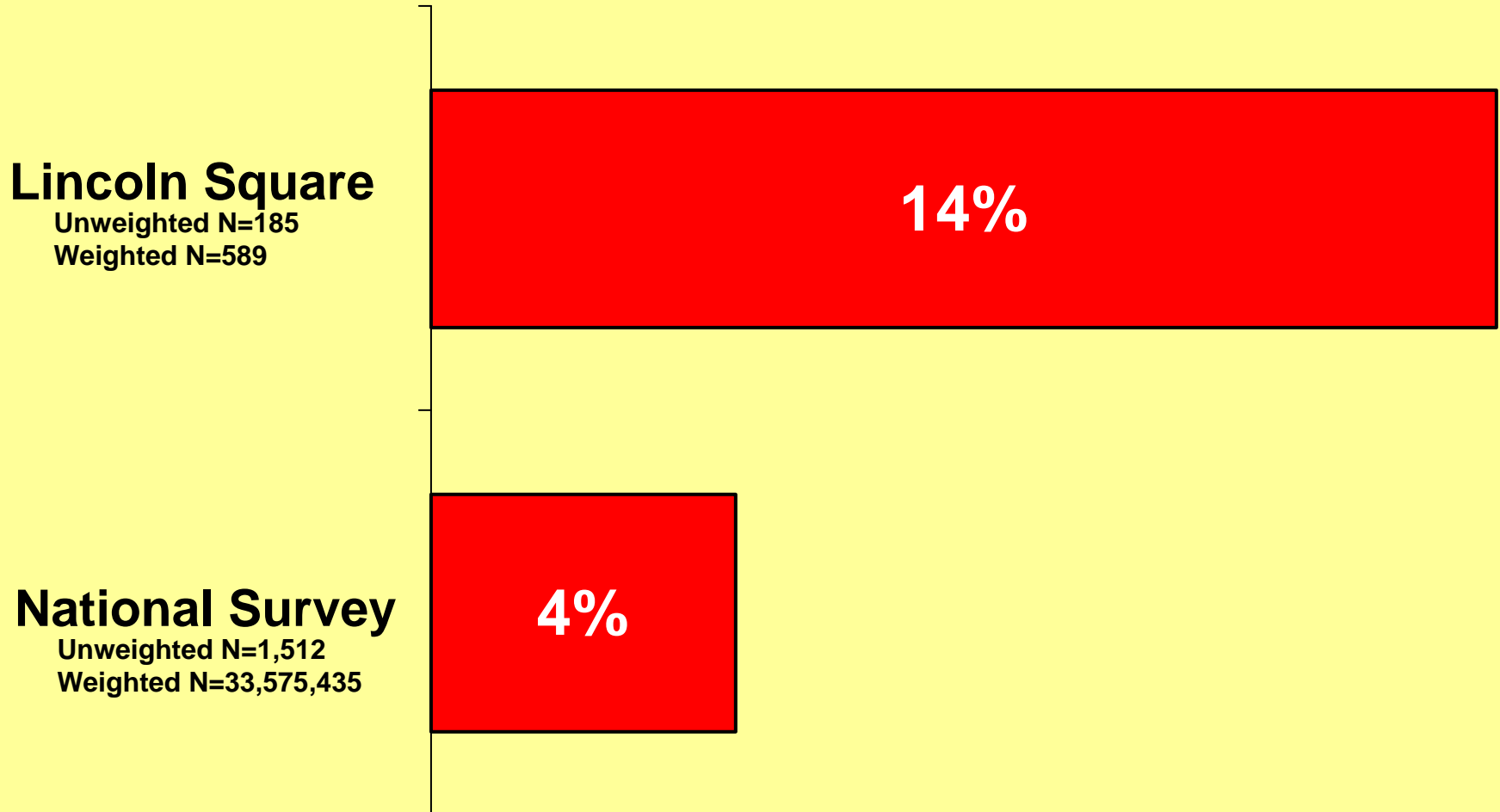
26%

## National Survey

Unweighted N=1,512  
Weighted N=33,575,435

7%

# Percentage of people age 65+ report cutting the size of or skipping meals due to lack of money



Sources: *AdvantAge Initiative 2002 Community Survey of Adults Aged 65+ in Lincoln Square, NYC; AdvantAge Initiative National Survey 2003.*

# Percentage of people age 65+ who thought they needed the help of a health care professional because they felt depressed or anxious and have not seen one (for those symptoms)

## Lincoln Square

Unweighted N=185  
Weighted N=589



**Needed professional help**

Unweighted N=47  
Weighted N=156



➤ **Has not seen a health professional**

## National Survey

Unweighted N=1,512  
Weighted N=33,575,435



**Needed professional help**

Unweighted N=130  
Weighted N=2,603,632



➤ **Has not seen a health professional**

# How Lincoln Square Used the Data

- **Contrasted their survey findings with the survey findings from the neighboring community (Upper West Side) and the national survey**
- **Identified 3 areas of concern: safety, nutrition, mental health**
- **Convened an expanded advisory group comprised of community stakeholders, local elected officials, police representatives, service providers, funders, older residents, and others as necessary**

# How Lincoln Square Used the Data (cont.)

- **Outcomes:**
  - 1) **Safety:** Police enlightened about true source of safety worries among residents; housing authority prodded to make needed repairs; new crime reporting protocol instituted
  - 2) **Nutrition:** Prepared meals offered 5 days per week; food pantry established; new and continuing funding provided
  - 3) **Mental health:** PHQ2 administered to new members on intake; exercise classes 5x/week; 2 psychotherapists provide individual counseling; psychiatrist performs evaluations and prescribes meds; grandparents support group

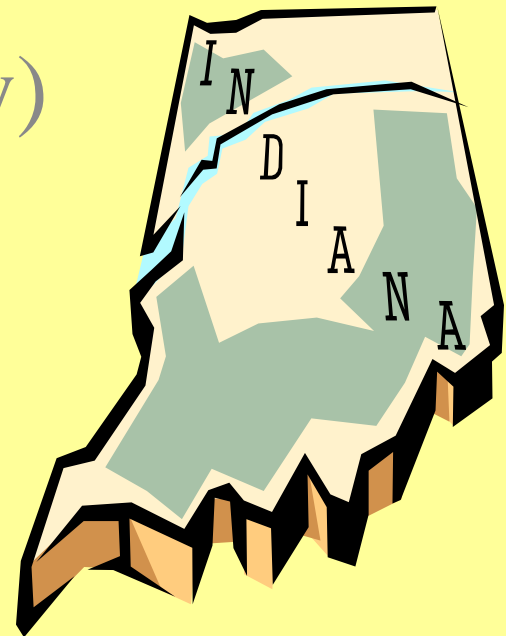
# Indiana Partnerships for Lifespan Communities

“...a comprehensive, participatory, and data driven initiative to create good places to grow up and grow old in Indiana.”



# Indiana Partnerships for Lifespan Communities

Three year Administration on  
Aging Planning Demonstration Site  
(one of eight nationally)



# Indiana Partnerships for Lifespan Communities

The first application of the AdvantAge Initiative on a statewide basis



# Indiana Partnerships for Lifespan Communities

## Years One and Two: Groundwork

### State level partnerships and Steering Committee

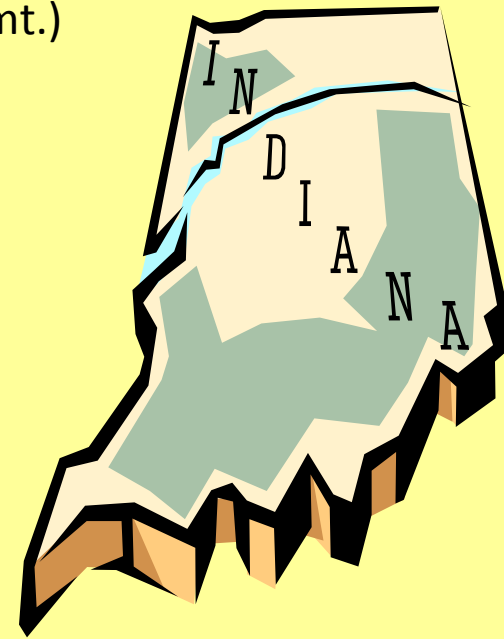
- Division of Aging, Indiana Family and Social Services Administration
- Center on Aging and Community, Indiana University (project mgmt.)
- Indiana Association of Area Agencies on Aging
- Self-Advocates of Indiana, Inc.

### Professional Development Workshops Statewide

- Building Community Partnerships: Mike Winer
- Communities for All Ages: Nancy Henkin

### Fund Development for statewide survey and community engagement

- IAAA - \$150,000
- Div of Aging - \$50,000
- Daniels Fund - \$100,000
- Lilly Endowment - \$100,000



# Indiana Partnerships for Lifespan Communities

## Year Three

### Statewide Survey

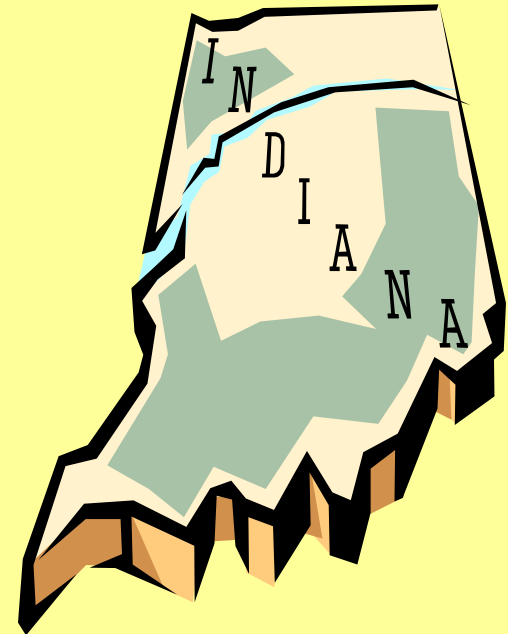
- 4,500 older Hoosiers, 15 samples of 300
- 5 samples for Neighborhood NORCs

### Local engagement

- 16 mini-grants to support local community participation, e.g.:
  - public awareness
  - convening stakeholders, steering committees
  - small pilots
  - participatory research to supplement survey data
  - inclusion of adults with developmental disabilities
  - workshops, focus groups, family supports research

### Engagement with philanthropy

- Materials and workshops for foundations, United Ways, etc.



# Indiana Partnerships for Lifespan Communities

## Year Three and Beyond

- Area plans feed into state plan
- State and area plans inform program, policy and community development efforts into the future



# Benefits of the AdvantAge Initiative Survey

- **Provides a statistically valid “data snapshot” of seniors and how they are faring at this point in time**
- **Provides an opportunity to:**
  - 1) **Hear the voices of older people**
  - 2) **Organize and prioritize aging issues**
  - 3) **Bring stakeholders together and provide them with a “common language”**
  - 4) **Generate enthusiasm and momentum**
  - 5) **Stimulate thought and discussion about the effectiveness of current programs and help plan future programs**
- **Community data are comparable to AI national survey results**

# Lessons Learned

- **Collecting, interpreting, and translating data are difficult processes**
- **Community change requires buy-in from multiple stakeholders**
- **Creating change takes a long time**
- **Keeping stakeholders interested is a challenge**
- **Measuring progress is often an afterthought (though it shouldn't be)**