

Surviving a Changing Environment

Presenters:

Linda Netterville

Pam VanKampen

Shawn Marie Sredersas

Jean Lloyd

Surviving a Changing Environment

Agenda	
3:15 PM – 3:45 PM	<i>Surviving a Changing Environment Overview</i>
3:45 PM – 4:15 PM	<i>State/AAA Perspective</i>
4:15 PM – 4:45 PM	<i>Local Program Perspective</i>
Break	
5:00 PM – 5:30 PM	<i>Successful Program Implementation</i>
5:30 AM – 6:00 PM	<i>Program Planning- Table Discussion and Report Out</i>
	<i>Wrap-Up</i>

Activity: Vision

- **List Your Vision - Nutrition Program in the Year 2017**



From Vision to Reality

- ★ Understand the changing environment
- ★ Define who are the customers
- ★ Define the product based on customer wants/needs
- ★ Create a valued product

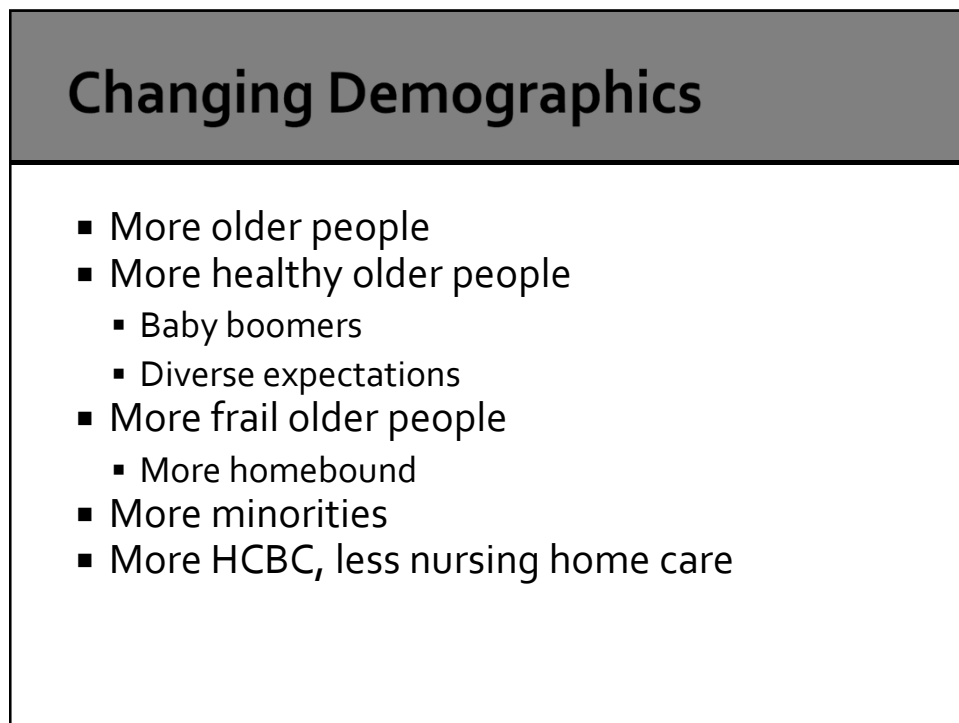
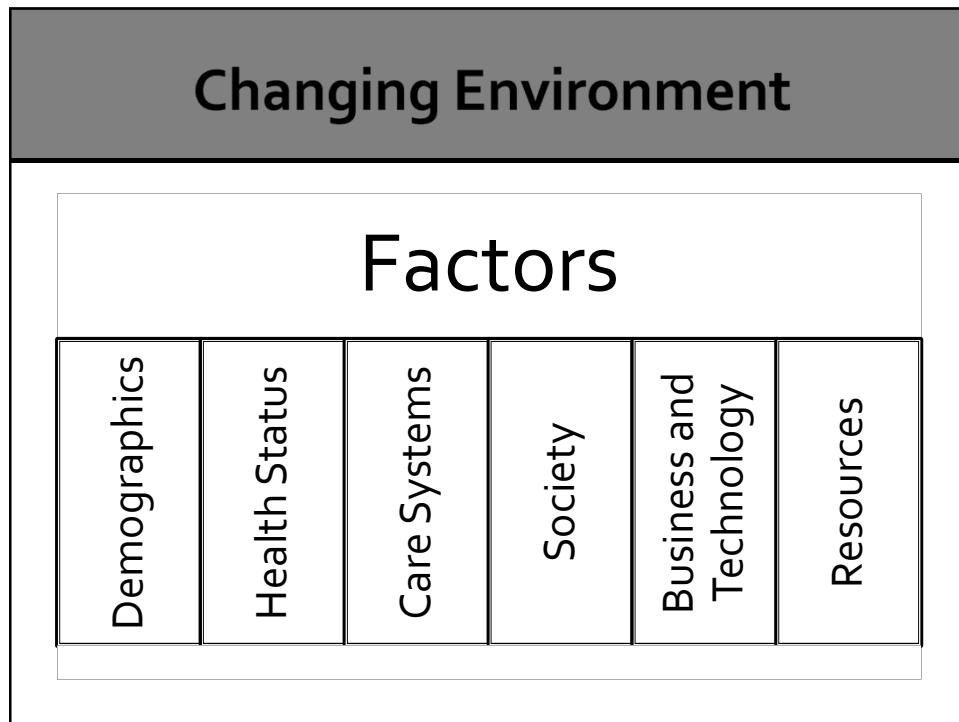
Forty Years and Still Going Strong



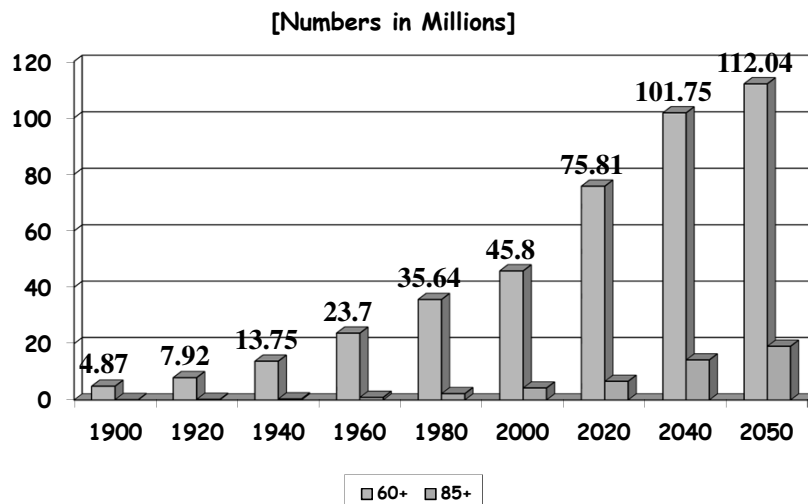
- Promote health
- Provide nutritious meals
- Reduce social isolation
- Link to other social & rehabilitative services

OAA of 1965-Section 101 Priorities

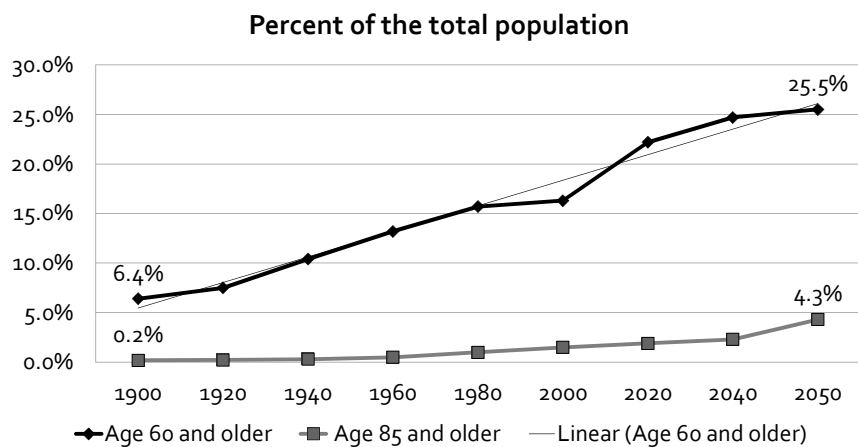
- Physical and mental health
- Services to sustain
- Meaningful activity
- Freedom, independence, planning and managing their own lives (Choices)



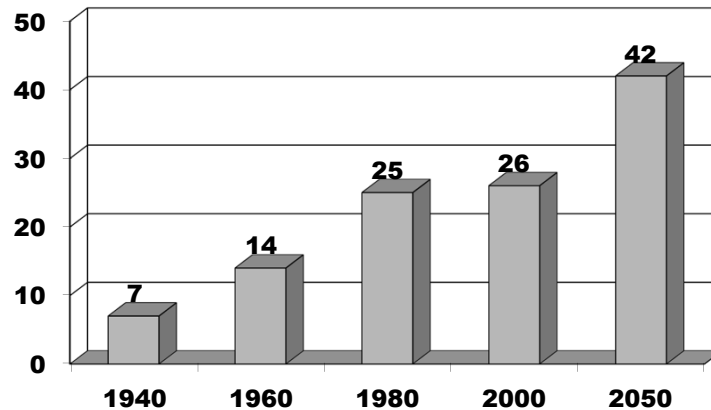
Number of Persons 60+ & 85+: 1900 – 2050



Percent of Persons 60+ & 85+: 1900 – 2050



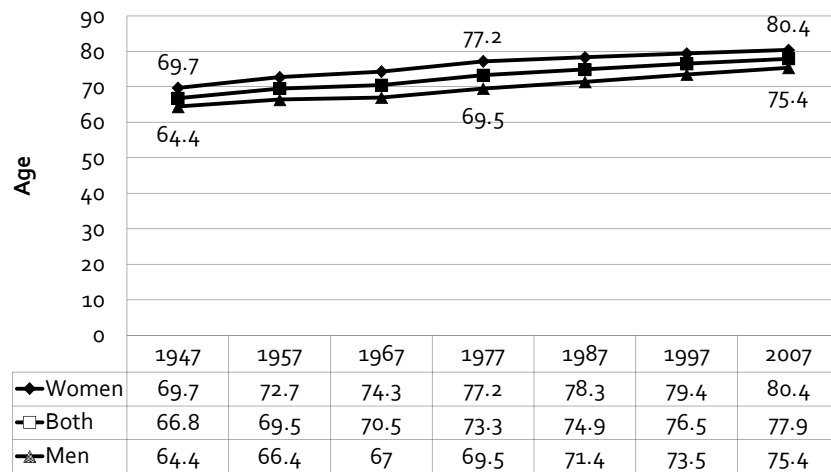
Percent of Americans Age 65 Expected to Survive to Age 90



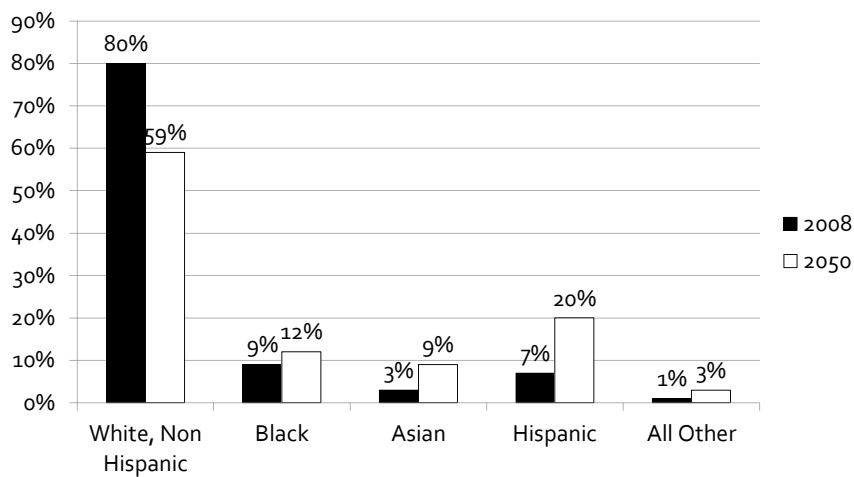
Population Change by State: 2000 to 2030- 65+ Population

State	2000 Population 65+	2000 Percent 65+	2030 Population 65+	2030 Population 65+
United States	34991753	12.4	71,453,471	19.7
Florida	2,807,597	(1) 17.6	7,769,452	(1) 27.1
Pennsylvania	1,919,165	(2) 15.6	2,890,068	(11) 22.6
West Virginia	276,895	(3) 15.3	426,443	(7) 24.8
Iowa	436,213	(4) 14.9	663,186	(12) 22.4
North Dakota	94,478	(5) 14.7	152,358	(6) 25.1
Wyoming	57,693	(38) 11.7	138,586	(3) 26.5
Maine	183,402	(6) 14.4	374,017	(2) 26.5
New Mexico	212,225	(39) 11.7	555,184	(4) 26.4
Montana	120,949	(14) 13.4	269,558	(5) 25.8

Estimated Life Expectancy



Racial and Ethnic Composition



Source: US Census Bureau, Population Estimates and Projections, 2008

Most older adults 65+ years live in the community



- Community
33.4 M; 93.5%
- Nursing Homes
1.5 M; 4.5%
- Assisted Living
1.0 M; 2.0%

US Census Bureau; Centers for Medicare & Medicaid, Medicare Current Beneficiary Survey

Changing Health Status

Older Americans live

- HEALTHIER
 - 73% self rate health as good to excellent
 - Life Expectancy
- MORE INDEPENDENTLY
 - 94%: reside in the community
 - 4.5%: reside in nursing homes
 - 2.0%: reside in assisted living
 - Sedentary lifestyle ↓ : 34% to 28%

Changing Health Status

Older Americans live

- **MORE PHYSICALLY ACTIVE AND FUNCTIONALLY FIT**
 - Physically active:
 - 83% ages 45-64
 - 77% ages 65-74
 - 64% ages 75+
 - Chronic disability ↓ : 24% to 21%
 - Physical activity limitations ↓ : 29% to 21%

Healthy Lifestyles

Evidence-based Disease and Disability Prevention:

- Chronic Disease Self-Management
- Falls Prevention
- Nutrition
- Physical Activity
- Others
- Delivered through Aging Network Services Providers



Health Status EXCEPTION: Minorities

Nutrition and Health Related Disparities

Heart Disease and Stroke

Black, Non-Hispanic	48.7%
Hispanic	39.6%
American Indian/Alaska Native	38.7%
White, Non-Hispanic	35.5%
Asian and Pacific Island American	25.9%

Health Status EXCEPTION: Minorities

Nutrition and Health Related Disparities

Diabetes – Prevalence of diagnosed diabetes in adults, age 20 and older

Black, Non-Hispanic	12.9%
Hispanic	11.7%
American Indian/Alaska Native	15.3%
White, Non-Hispanic	7.9%

New Science Knowledge

- Dietary Reference Intakes
 - Food and Nutrition Board of the Institute of Medicine of the National Academy of Sciences
- Dietary Guidelines for Americans 2010
 - Departments of HHS and USDA
- Purpose of both documents
 - Promote health and reduce the risk of chronic disease and disability through diet and physical activity

Changing Care Systems

- Health
- Long term
- Community

Long Term Care Structures

- Informal care
 - OAA National Family Caregiver Support Program
 - Medicaid Waiver
 - Private pay/ private insurance

Long Term Care Structures

- Home and community based care
 - Medicare-short term rehabilitation
 - Medicaid Wavier 1915 (b) & (c) Waivers
 - Under 1 million people
 - Private pay/private insurance

Long Term Care Structures

- Home and community based care
 - Older Americans Act
 - Largest system and provider of HCBC services in the country
 - Nutrition Program 2.6 million people
 - All OAA programs 11 million people

Long Term Care Structures

- Institutional care – nursing homes
 - 1.5 million people
 - 1/3 cost paid for by Medicare – short term rehabilitation
 - 1/3 cost paid for by Medicaid – primary federal support
 - 1/3 cost paid for by private pay/private insurance

Changing Systems

- Affordable Care Act preventive services
- Transitional Care
- HCBC
- Cash and counseling; New Freedom Initiative
- Aging and Disability Resource Centers
- Public/private pay
- Evidence based practice

Changing Society

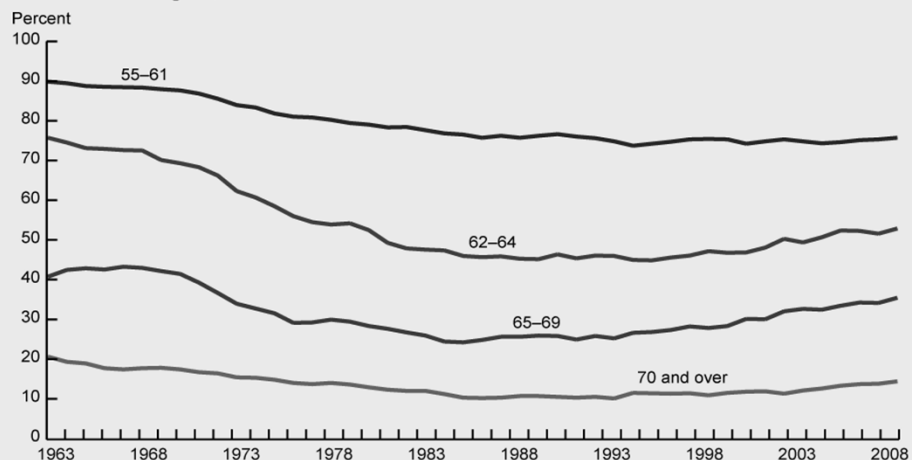
- Increased demand for services
- Increased demand for quality services
- Increased demand for appropriate services: cultural, religious, therapeutic
- Increased demand for choice
- Increased demand for HCBC
- Different cohorts – different attitudes

Baby Boomers

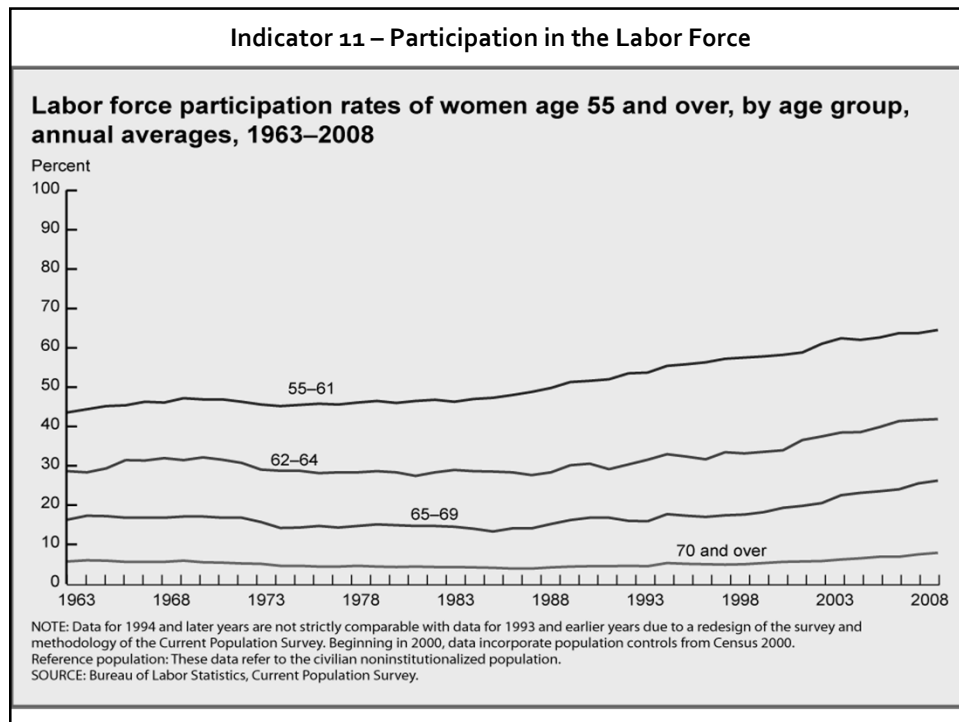
- **Health Oriented**
 - Spend more, consume more health services, visit doctor more
- **Work-Centric**
 - Continue work past regular retirement age
 - Women in the work force
- **Independent**
- **Change Oriented**

Participation in the Labor Force

Labor force participation rates of men age 55 and over, by age group, annual averages, 1963–2008



NOTE: Data for 1994 and later years are not strictly comparable with data for 1993 and earlier years due to a redesign of the survey and methodology of the Current Population Survey. Beginning in 2000, data incorporate population controls from Census 2000. Reference population: These data refer to the civilian noninstitutionalized population.
SOURCE: Bureau of Labor Statistics, Current Population Survey.



Changing Business Practices

- For Profits
 - Expanding into non-traditional markets
 - Offering competing services
 - Restaurants, groceries, fitness options
- Non-Profits
 - Becoming more entrepreneurial
 - Developing community partnerships
 - Identifying other funding streams

Changing Technology

- Improved service and delivery models
 - Routing/scheduling
- Improved equipment specific for MOW programs
- Changes to the food supply chain
- Health focused foods-Functional foods, supplements, probiotics

Food Trends

- Demographically Directed
- Still Cooking
- The Appeal of Americana
- Foodie Focused
- Get Real
- The New Nutrients
- Specialty Treats
- Three Squares
- Prescriptive Eating
- Home Rituals

Top 10 Food Trends, Institute of Food Technology, April 2011, Volume 65, No.4

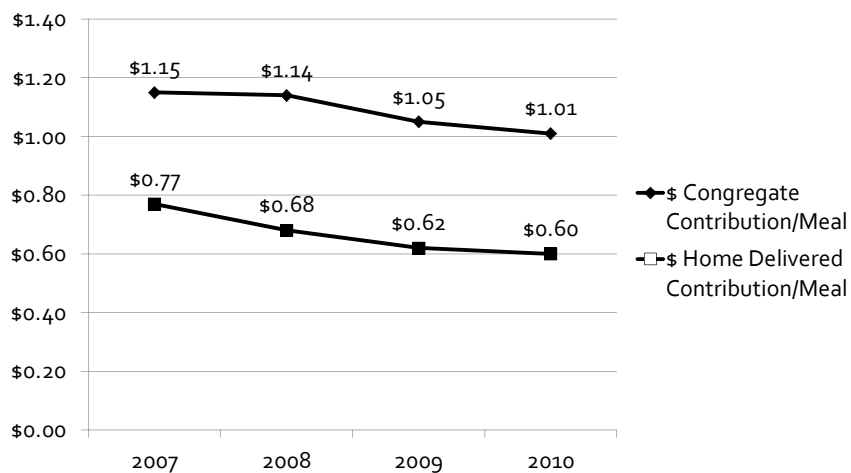
Changing Resources

Report by NASUAD & AARP Public Policy Institute, On the Verge: Transformation of Long Term Services & Supports, February 2012

- Decreasing state funding
- Decreasing federal funding
- Changes for Medicaid Waiver

http://www.nasuad.org/documentation/nasuad_materials/AARP732_OntheVerge_REPORTFeb1v33.pdf

OAA Nutrition Program Contributions/Meal



State Program Reports http://www.aoa.gov/AoARoot/Program_Results/SPR/Index.aspx

Changing Resources

- Competition for limited dollars
- Need to develop community partnership
- Relook at “for pay” options
 - Other services
 - Tiered services
 - Expanded services

Partnerships

- Government
 - Federal
 - State
 - Local/county/city
- Private non profits
 - Faith communities
 - Other service providers

Partnerships

- Volunteers
 - Older adults
 - Other ages
 - Ethnic associations
 - Private industry

Partnerships

- Private industry
 - Food companies
 - Food service companies
 - Food distributors
 - Grocery stores
 - Ethnic restaurants
 - Insurance companies
 - Gyms
 - Housing

Group Discussion

- What are your reactions?
- How does this affect you and your program?
 - Congregate
 - Home-Delivered

Who Are The Consumers



Characteristics of Title III C Nutrition Program

Demographic	National Population	Congregate Meals	Home Delivered Meals
Age 60-64	29%	10%	9%
Age 65-74	38%	33%	22%
Age 75-84	24%	39%	40%
Age 85 or older	8%	18%	30%
Married	60%	38%	25%
Non-Married	40%	61%	74%

5th National Survey of OAA Program Participants-2009

Characteristics of Title III C Nutrition Program

	National Population	Congregate Meals	Home Delivered Meals
Living alone	27%	48%	56%
Three or more ADLs	6%	8%	31%
Services allow to remain in home	N/A	59%	91%

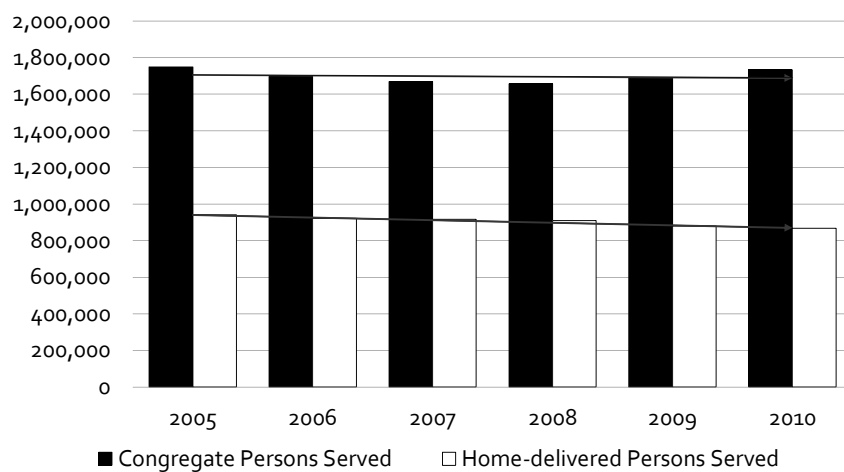
*5th National Survey of OAA Program Participants-2009

Characteristics of Title III C Nutrition Program

Income relative to poverty	National Population	Congregate Meals	Home Delivered Meals
Below	7%	14%	24%
At or near	8%	19%	28%
Above	85%	51%	35%
Unknown	n/a	16%	13%

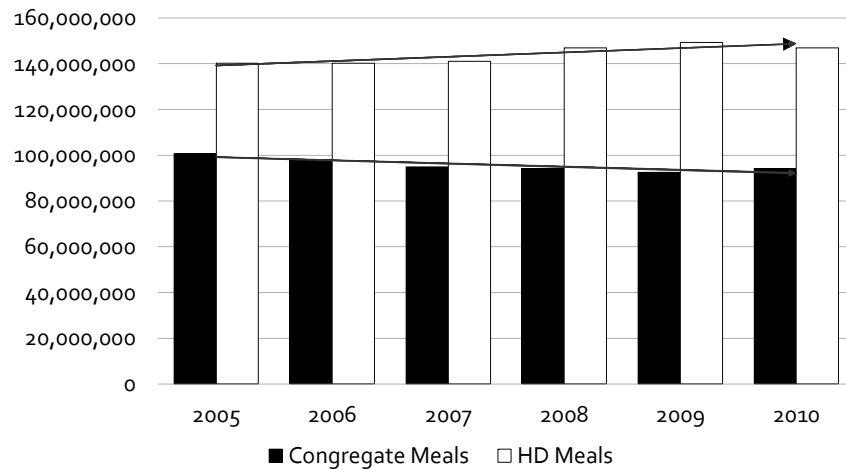
*5th National Survey of OAA Program Participants-2009

Nutrition Program People Served



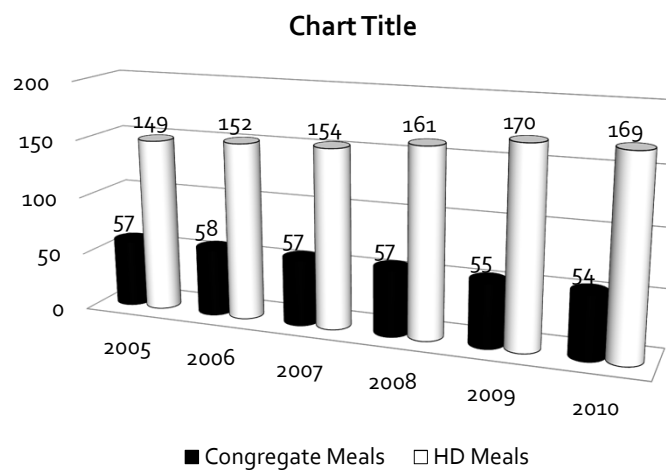
State Program Reports: www.aoa.gov

Nutrition Program Meals Served



State Program Reports: www.aoa.gov

Nutrition Program Meals Served Per Person



State Program Reports: www.aoa.gov

Define Your Product Based on Customer Wants/Needs

- Choice in menu, including cultural & dietary choices
- Attractive presentation of food
- Knowledgeable & friendly staff
- Variety of supportive programs, services and activities
- Pleasant, welcoming, supportive environment
- Participant input
- Volunteer opportunities
- Congregate-Adequate transportation & parking

Solutions-Menu Choices

- **Accommodating Consumer Menu Choice**
 - Time
 - Service location or place
 - Restaurant voucher programs
 - Café style service
 - Menu
 - Food
 - More than 1 meal/day
 - Fee for service/private pay options
 - Customer service emphasis

Create a Valued Product

Consumers Value Program Participation

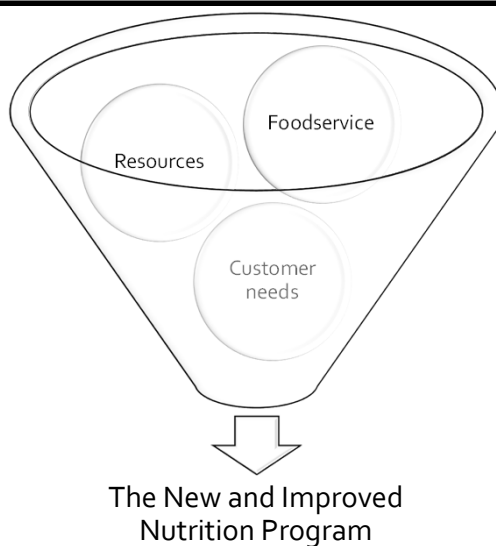
	Home Delivered	Congregate
Eat more balanced meals	86%	79%
Better able to avoid sodium & fat	81%	76%

*5th National Survey of OAA Program Participants-2009

Current and Future Challenge

- Do You Know?
 - Your mission and purpose
 - Your current and future customer
 - Your current and future service needs
 - Your image within the community
 - Your community partners
 - Your resources
 - How change will affect you

Where Do We Go From Here



Activity: Top Priorities

- **List Top Priorities For Your Program for the Next Five Years**



Activity:

- **What Action Steps Can I Accomplish?**
 - Six Months
 - 12 Months

- **How Can I Measure Success?**
 - Six Months
 - 12 Months

Remember!!!!

"If you don't know where you're going.....

You're likely to end up somewhere else!"

Resources

Aging Statistics

http://aoa.gov/AoARoot/Aging_Statistics/index.aspx

Older Americans 2012: Key Indicators of Well-Being

http://www.agingstats.gov/Main_Site/Data/2012_Documents/docs/EntireChartbook.pdf

Census Population Projections

<http://www.census.gov/population/www/projections/projectionsagesex.html>

A Profile of Older Americans

http://www.aoa.gov/aoaroot/aging_statistics/Profile/2011/docs/2011profile.pdf

Agency for Healthcare Research and Quality

<http://www.ahrq.gov/data/>

U.S. Census Bureau

<http://2010.census.gov/2010census/>