

AAA Community Assessment

Two approaches:
Multnomah Aging & Disability Services, and
Central Oregon Council on Aging

SUA/AAA Webinar
January 19, 2011



AAA Community Assessment

- Brief introduction
 - *Jennifer Mead, State Unit on Aging*
- Community survey example
 - *Pamela Norr, Central Oregon Council on Aging*
- Ongoing community assessment approaches
 - *David Hanson, Multnomah Aging & Disability Services*
- Questions & answers

Community Assessment

- Area Plans ask AAAs to address:
 - Significant/emerging trends
 - Scope of problems/needs
 - How AAAs will prioritize services to individuals at greatest need and highest risk
- Ongoing uses:
 - Program developing
 - Advocacy and policy
 - Grant-writing
 - Credibility and partnering

Community Assessment

- Input from who?
 - Existing clients/consumers
 - Broader community of potential users and family members
 - Target populations
 - Partner organizations and key stakeholders
- How to gather input?
 - Surveys
 - Focus groups
 - Community forums
- What about existing data?
 - Existing data (<http://www.oregon.gov/DHS/spwpd/sua/info-aaa.shtml>)
 - United Way and CAP agency community assessments
 - Local health department and hospital assessments
 - Other community processes



Central Oregon Council On Aging

2011/2012 Needs Assessment



The Boring Details

Planning for survey began in January 2011, when we began working with Dr. Margaret Neal at Portland State University, Director, Institute of Aging and her graduate students to help tailor/develop a survey. We also had our own post-graduate student intern for 3 months who worked on the project.

COCOA's survey consisted of 126 questions, with an additional 7 specific questions for people between 50 – 64 and for those 95 and older. It took seniors approximately 30 minutes to complete.

First time we had an online component (used survey monkey)

In May, 2011, we widely distributed 1000 paper surveys throughout Central Oregon, and surveys remained live until July, with a completed survey return of 28%. Not bad and better return than previous years.



The Good....

As AAA Director, this is my first needs assessment and area plan. As Michelangelo said at 87 years old “Ancora Imparo” (I’m still learning)

Best: Working with a renowned expert to refine our survey.

Great: Having a competent intern oversee survey, analysis and final report; having staff available to help seniors fill out survey; trying survey monkey – will become more important in the future as seniors become more tech savvy.

Wonderful: We had ample room for seniors to write their opinions/needs. My favorite was a senior who basically said “seniors need to stop complaining, we’re giving ourselves a bad name”



...The Bad and the Ugly

Bad/Learning opportunities: Ok, we admit it. It was too long.

Ugly: It took a LOT longer than we thought to develop and produce, and was a huge resource-suck.

Even uglier - Even though we prompted, prodded and provoked our board and advisory to complete the survey, their IMPORTANT participation was lower than 100%. This is something we are working on globally and strategically in our organization.



The not-so-boring details

Average age of respondent: 76 years old; 74% female. 34.6 % were widowed (with only 1.1 % remarried). Nearly 60% lived alone and over 16% were Veterans (but nearly 63% of those receiving benefits).

Half are helping younger generations and over 25% said they are helping out an elderly or disabled relative or friend and of those over 30% said they do not have the support to deal with the challenges of caring for someone.

Top 5 sources of information and assistance:
friends/neighbors; senior center/meal site/COCOA;
computer; phone book; newspaper



More not-so-boring details

Over 50% had been bothered by depression in the preceding two weeks.

When asked if social security was reduced by 10%, over 60% had little or no confidence they would be ok. Nearly 50% said they spend 30% or more on their housing costs.

When asked about utilizing a senior center, the younger seniors said “won’t do it, get relevant, change meals if you want boomers to attend.”

Biggest concerns/issues/fears: lack of affordable housing for seniors; cuts to social security; increasing costs; property taxes; access to affordable health and dental care

AAA Community Needs Assessment



David Hanson

Multnomah County ADSD

Overview

Information-gathering, 2008 - 2011

2013 – 2016 Area Plan

Useful resources

Information-Gathering, 2008 - 2011

2008 Community Needs Survey

- Assessing “elder-friendliness” & service gaps
- Random household survey + convenience sampling
- Focus on 55+ below 200% of FPL
- Findings on indicators in six areas
- Highlighted disparities for minority elders

Information-gathering, 2008 - 2011

Equity & Aging Roundtable

- Gathering of 35 community partners
- Emphasis on prioritizing issues to address
- A serendipitous observation



Information-gathering, 2008 - 2011

Community Dialogues

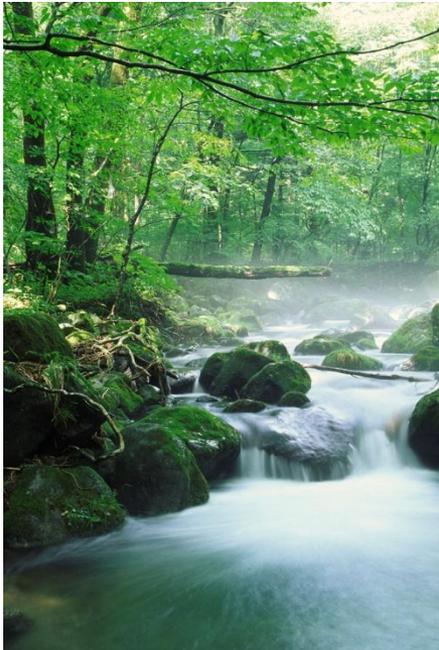
- Key informant interviews
- Meetings with consumers & providers
- Focus on improving services to minority elders



Information-gathering, 2008 - 2011

Innovations Work Group

- Translating findings into action
- Changes to culturally specific services



Looking upstream

Summary

- **A continuous process**
- **Multiple approaches**
- **Implications for 2013-2016 Area Plan**



2013 – 2016 Area Plan

Issue areas & questions

- Local, OAA, and statewide items
- What information about older adults' needs already exists?
- What do you want to know and from whom who do you want input?
- What methods for assessing needs will provide worthwhile information?
- What approaches are realistic?

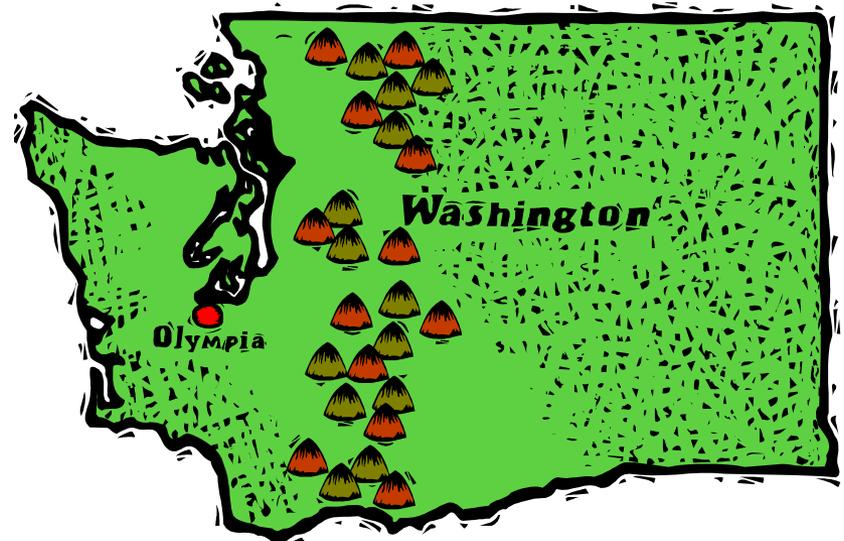
2013 – 2016 Area Plan

Washington State format

- Review WA AAA assessment methods

http://www.agingwashington.org/local_aaas.asp

- Community forums
- Online surveys
- Distributed surveys



Resources

World Café

<http://www.theworldcafe.com/tools.html>

Participation Works!

<http://www.neweconomics.org/publications?keys=participation&tid=All>

Asset-Based Community Development

<http://www.abcdinstitute.org/resources/>



Thank you!

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