Aging in Place: The Village Movement

Maryland Municipal League Conference
June 24, 2019
Ocean City, Maryland

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Aging Communities: What Do You Need to Know? How Can Villages Help?

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I. Our Community Members Are Aging. Who Are We Serving and What Do They Need?

II. Services to Support People Aging in Communities: Why Do We Need to Pay Attention Now?

III. What Services Help People Aging in Communities?

IV. Aging in Communities: A National Movement

V. Villages Can Help People Aging in Communities

VI. Recommendations
In a Livable Community, people of all ages can ...

- Go for a walk
- Cross the streets
- Ride a bike
- Get around without a car
- Live safely and comfortably
- Work or volunteer
- Enjoy public places
- Socialize
- Spend time outdoors
- Be entertained
- Go shopping
- Buy healthy food
- Find the services they need
- ... and make their city, town or neighborhood a lifelong home.
Who is Aging in Communities?
Importance of Services for Aging Community Members

- Address a growing elderly population and an economic imperative associated with elder care.
- Honor consumer preferences to remain at home and in the community as they age.
- Address challenges to aging in the community, and provide needed supports.
- Improve access to existing supports for aging in the community.
Challenges to Aging in the Community

- Health problems for many elders
- Caregiver needs
- Safety concerns
- Housing needs
- Financial needs
- Limiting attitudes about elders
Older Community Members Are Also Valuable Resources

- More healthy older people who have skills and time to serve their families and communities
- Older people are a growing resource for inter-generational programs.
Growing Elderly Population: Nationwide and in Maryland
U.S. Trends in Aging

• In 2016 there were 47.5 million Americans age 65 and older representing 14.9% of the U.S. population. By 2040, the number of older Americans is expected to grow to 82.3 million or about 21.7% of the U.S. population (Administration on Aging, 2014).

• An estimated 70% of people who turn 65 will require long-term services and supports (LTSS) in their lives (e.g., personal care, medication management, care coordination, household tasks, transportation, etc.) (DHHS 2015).

Source: https://www.census.gov/topics/population/age-and-sex/data/tables.2016.html
Source: http://longtermcare.gov/the-basics/who-needs-care/
U.S. Trends in Aging

• In 2013, about **40 million family caregivers** in the U.S. provided about **37 billion hours of care** to an adult with limitations in daily activities. The economic value of their unpaid contributions was approximately **$470 billion** in 2013, up from an estimated $450 billion in 2009 (Reinhard et al. 2015).

• Older adults prefer to receive LTSS in their own home and community vs. institutional settings (e.g., nursing homes).
  – 88% prefer to remain in their current residence (Keenan 2010)
  – 92% prefer to remain in their local community (Keenan 2010)

Source: [http://assets.aarp.org/rgcenter/general/home-community-services-10.pdf](http://assets.aarp.org/rgcenter/general/home-community-services-10.pdf)
In 2015, 18.4% (1,064,300) of Maryland’s 5.8 million people were 60 years or older.

By 2030, 25.4% (1,701,800) of Maryland's projected population of 6.7 million will be 60 years or older.
2013 Estimate of Percent Population 60 and Older in Maryland’s Jurisdictions

Source: U.S. Census Bureau, Population Division
Map prepared for the Maryland Department of Aging by the Maryland Department of Planning
2013 Estimate of Persons 60 and Older in Maryland’s Population

Source: U.S. Census Bureau, Population Division
Map prepared for the Maryland Department of Aging by the Maryland Department of Planning
What Does Your Community Look Like?

- Learn Now
- Censusreporter.org
What are the Building Blocks for Aging in Communities?
World Health Organization Framework for Livable Community (WHO, 2007)

- Transportation
- Housing
- Social Participation
- Respect & Social Inclusion
- Civic Participation & Employment
- Communication & Information
- Community Support & Health Services
- Outdoor Spaces & Buildings

Age-friendly city
Age-Friendly Communities: A National Movement
Why Increased Interest in “Age-Friendly Communities” Now? Health Care Reform has Changed the Policy Landscape

• Affordable Care Act policies and incentives (e.g. population health) are changing health care providers’ priorities and behavior.

• To achieve the “triple aim” of better care for individuals, better care for populations, and lower per capita costs, providers need to keep people healthy and out of hospitals (IHI, 2015).

AARP Network of Age-Friendly States and Communities
4 States, 373 Communities
Maryland members: Baltimore County, Hyattsville, Montgomery County

by paying increased attention to the environmental, economic and social factors that influence the health and well-being of older adults.

By doing so, these communities are better equipped to become great places, and even lifelong homes, for people of all ages. (Go ahead and take a look at The Member List now. Then come back to this page.)
State Members of the Age-Friendly Network

New York, Massachusetts, Colorado and Florida have enrolled (in that order). More are in the works!

AARP Livable Communities, Updated May 15, 2019

The arrows point to the four state members of the AARP Network of Age-Friendly States and Communities (clockwise from left): Colorado, New York, Massachusetts and Florida.
Affordable housing as a platform for health, social services, and transportation
“A Picture of Housing & Health”

- Researchers compared Medicare and Medicaid cost and utilization for Medicare beneficiaries receiving/not receiving U.S. Department of Housing and Urban Development (HUD) assistance in the community.
- They found that HUD residents, when compared to those not receiving HUD assistance:
  - included a much larger percentage of people who are dually eligible for Medicare and Medicaid,
  - had more serious health conditions, and
  - used more Medicare and Medicaid services, and have greater health care costs.

Benefits of Affordable Housing, Social Support, and Health Care Partnerships

- Health care and affordable housing partnerships can offer residents:
  - easy access to health care services and programs (important for high service users),
  - health education programs and follow up care in a cost-effective setting,
  - health care providers who have an improved understanding of social factors effecting health conditions,
  - a service coordinator who knows residents and can follow up when needed.

Partnerships for Low–Income Health, Housing, and Social Support Services Can Increase Access to Health Care

- Housing Plus Services can help address the following health care challenges:
  - avoid unnecessary hospital re-admissions,
  - address medication complications,
  - manage chronic health,
  - conduct patient education and encourage patient engagement,
  - address social determinants of health,
  - address “super utilizers,” and
  - link older residents to social support services via local Aging & Disability Resource Centers and Area Agencies on Aging (e.g., case management, personal care, transportation, homemaker services)

Aging in Communities: The Role of Villages

Villages Can Help Elders Age in Their Communities
What is a Village?

- A volunteer led grassroots movement that aims to support older adults who choose to age in communities. The idea is simple: neighbors helping neighbors.
- Communities design their own Village model based on their unique make up, interests, and needs. Some choose an inter-generational model.
- Services may include social engagement and a variety of support services.
- The possibilities are endless and reflect the community’s priorities.
Villages are a Growing National Movement

- Began in 2002 in Beacon Hill, MA
- At the end of 2017, about 230 Villages nationwide, 130 in development
- In Maryland, 22 Villages (rural and urban areas).

This philosophy views aging as:

- an opportunity rather than a crisis
- a solution rather than a problem
- an asset rather than a burden
- a resource rather than a drain on resources; and
- a population that can make social, economic, cultural and spiritual contributions.
As Baby Boomers Enter Retirement ...

- Almost all plan to age at their current home
- Many of our communities are not designed for aging in place
- Villages tap into older community members’ desire for:
  - Autonomy and self determination
  - Community and connectedness
What Makes a Village Unique?

• Led by local people, not professionals
• Community-oriented, not transactional
• Entrepreneurial but risk averse
• Partnerships are top priority
• Has impressive leadership
• Builds on the social capital of baby boomers
• Has a potential impact on the social fabric of a local community
Village Services

- Volunteer transportation
- Referrals to services (vetted, member recommended, partner businesses)
- Social activities (meeting at local café, featured speakers, walking groups, book clubs)
- Limited in-home support (meals, laundry, home repairs, pet care and more)
- Computer help
- Friendly calling and visiting
- Much more!
Successful Strategies for Diversity and Inclusion

- Embed diversity in all Village operations
- Focus on diverse community assets
- Invest in long term in relationships
- Include diverse Village leadership
- Include volunteer members fluent in languages spoken in the community.
Age Friendly Montgomery

- Aging in place is a personal choice with community impact.
- Montgomery County joined the WHO Age Friendly network.
- AFM is an on-going strategic planning process which involves government, non-profit and for-profit groups.
- AFM has 10 work groups (housing, in-home care, civic engagement, safety, public spaces, transportation, health and wellness, elder abuse, employment, communication and outreach).
Summary/Conclusions

- Broad-based partnerships are key to developing age-friendly communities and Villages.
- Age-friendly communities build on existing services and add where gaps exist. Villages are a quickly growing part of age-friendly communities.
- While cities and towns develop plans to address all the components included in the WHO definition of age-friendly communities, they can start with small steps and make progress toward achieving the bigger goals. Villages can help achieve these goals.
Establish a city/town coalition to lead efforts to develop or expand services for aging communities.

Sponsor a city/town symposium focused on aging communities.

Develop a city/town website with links to existing materials so resources are accessible in one location.

Build on lessons from the WHO and AARP Age-Friendly Network, Village-to-Village Network, and established Villages.
Overview

- University Park*:
  - Population: 2,645
  - # of households: 951
  - % over 60: 24%
  - % over 50: 36%
Overview

- **Mission**: Helping residents remain in their homes as they age ... enhancing the quality of life for the entire community
- **Established in 2017 as Town Committee**
- **All volunteer organization**
- **Collaborate with Mayor and Town Council**
Why This Structure

- Original plan: become 501(c)3
  - Board voted against having dues
  - Concern about startup and ongoing expenses

- Accepted as Town Committee in 2017
  - Volunteers insured through Town of University Park
  - Can still apply for grants and raise funds
Who We Are

- HHUP is governed by committee of 5
- Town has granted us $5,000/year
- HHUP has 50 members and 35 volunteers
  - 21 volunteers have provided services to seniors
  - Additional volunteers have assisted with programs, mailings, etc.
- Number of requests to date in 2019: 198 from 145 members; services provided by 14 volunteers
What We Do - 1

- Direct services: rides, computer assistance, small home repairs, yard work
- Cultural/educational programs: Co-sponsored lectures, partnership with The Clarice Smith Center - group attendance at concerts with private receptions
- Social programs: lunch club, crafts group, walking club
Resource linkages: provide information regarding county and state services
  - Meals on Wheels, energy assistance, subsidized medical supplies

Partner with area Villages
  - May Law Day, Memory Screenings
  - Co-sponsored lectures
Results

- Assistance & social support to seniors
- Volunteer opportunities for residents
- Affirm University Park as Welcoming Community
- Partner with neighboring towns/cities
- Highlight gaps in available services
Lisa Walker
Vice Chair, HAP Board of Directors

HyattsvilleAginginPlace.org
Overview

- **Hyattsville***:
  - Population: 18,225
  - # of households: 6,453
  - % over 60: 14%
  - % over 50: 27%

*Based on census data: ACS 2017 5-year unless noted, from censusreporter.org
Overview

• Mission: Building Community and Keeping Seniors at Home

• Active since 2011

• An independent 501(c)(3) non-profit since 2012

• Close collaboration with the City of Hyattsville

• All volunteer and virtual (work by phone and email)
Why This Structure

• 501(c)(3) allows us to raise money and receive grants

• Many villages choose independence but not 501(c)(3)

• Independence allows us to take on work the City might not (community organizing, advocacy, work in homes, etc.)

• HAPs dues $20/person/year so need to raise money
What we do

• HAP is run by an operating Board of Directors of 9

• Expenses are less than $7,500 a year, mostly spent on insurance, meeting expenses, background checks

• HAP has 85 volunteers, has 60 paid members, provides direct support to 30 seniors and engages with seniors and their families across the area.

• Number of requests to date in 2019: 140 (# in May – 18)
What we do - 2

• Direct services: assistance with finding services or support, referrals, rides to doctors and shopping assistance with yard work and small home and computer repairs

• Informational meetings – Law Day, Demystifying Dementia, Fall Prevention, Health Fair

• Community Building – intergenerational Valentine Making gathering
  Christmas luncheon
  Birthday, Valentine and get well cards
  Ice cream social
  Community garden vegetable delivery
  Pride Day

• Advocacy – with county and other service providers
Results

• Building Community

• Assistance to Seniors without family support and most frail

• Engagement across neighborhoods, age groups and communities

• Highlighting gaps in service and needs
City of Greenbelt Assistance in Living (GAIL) Program

Christal Parker Batey
Community Resource Advocate

Greenbeltmd.gov
Overview

● Greenbelt*:
  ○ Population: 23,289
  ○ # of households: 9,044
  ○ % over 60: 14%
  ○ % over 50: 27%
Overview

• Municipal model established in 1999

• Resident driven due to an aging population

• City Council established Assisted Living Task Force

• Initial grant funding and City funded since 2004
Why This Structure

• Recommendation from the Assisted Living Task Force

• Aging in Place was a new concept in 1999

• Allowed for customization of program
What We Do - 1

- Information and Referral Services
- Case Management
- Free Community Nursing
- Free Produce Delivery and Distribution
What We Do - 2

- Free Incontinence Supplies
- Manage Senior Emergency Fund
- Grant Management and Writing
- Public Health Programming
- Service Coordination for the Green Ridge House Apartments
What We Do - 3

• Memory Support Program
  ➢ Caregiver Support Group
  ➢ Memory Café Program
  ➢ Memory Support Group

• Partnership building

• Aging Internship Program
Greenbelt Intergenerational Exchange Service - GIVES

• Established in 1995 but became a 501c3 in 2018
• 225 members
• Transportation most popular service
• Free to join
• City of Greenbelt provides a grant that covers insurance and provides space, IT support and phone services
Results

- Providing an aging friendly community
- Utilizing volunteers to provide vital services
- Expanding City partnerships and resources
- Offering targeted service delivery to 27% of the residents of Greenbelt age 50+ = 6,288 through indirect and direct service
THANK YOU