Delivering the Message to Diverse Communities by Maximizing Community Partnerships and Resources

Brandy Bauer, Daniel Hoblick, Maria Alvarez, Joan Akpan, Leslie Sierra

July 22–25, 2019 • San Diego, CA
Messaging to Diverse Populations: NCOA Survey Results

- 2016: NCOA sponsors national telephone survey of over 1,000 adults aged 60+ with incomes below 250% FPL
  - Asked about knowledge of benefits programs, interest in programs, where they get trusted information, and tested messages
  - Findings at: [https://www.ncoa.org/centerforbenefits/outreach-toolkit/what-the-research-says/](https://www.ncoa.org/centerforbenefits/outreach-toolkit/what-the-research-says/)

- 2018: Partnered with Diverse Elders Coalition to repeat survey with 481 older adults from underrepresented populations (Asian-American, Latino, LGBT, Native American)
Overcoming Barriers

Barriers to Applying for Benefits

• Concerns about paperwork ranked as top reason diverse populations hesitated to apply
• Other top barriers:
  o Belief that other people need more help
  o Not knowing how to begin process
  o Thinking the amount of the benefit is not worth the hassle

Messages with Meaning

• Across both surveys and all population groups, and among focus group participants, the #1 message that resonated when asked what would compel people to seek information on these benefits was:

  “Help for people on fixed incomes is important because the cost of living goes up, but our incomes do not.”
Trusted Sources of Information

- Among the diverse audiences, children and spouses were the first place they turned for trusted information
  - 70% are in touch with a child, grandchild, or other family member at least once a week

- Other sources of trusted info:
  - Local aging agencies
  - Health care providers
  - Friends/peers
  - Other family members
Getting the Word Out

Q: What are your main sources of news and information? Select any that apply.

- 53% Local TV news
- 44% National TV news
- 44% Friends
- 42% Radio
- 36% Family
- 34% Local newspapers
- 28% Internet news sites
- 26% Community-based organizations
- 24% Facebook
- 21% Cable news
- 17% Ethnic media
- 14% National newspapers
- 3% Twitter

- 62% Use the internet at least once a week
- 46% Use Facebook at least once a week

This project was supported, in part by grant number 90MINC0001-01-00 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.
Goals

• Increase Program Visibility
• Educate The Public
• Increase Traffic in Rural Communities
Older Native Americans are among the most economically vulnerable groups among the Medicare population. SHIINE may be able to help.
Challenges

• Trust

• Ad Confusion

• Comments
StateWide: Who We Are

❖ New York StateWide Senior Action Council is a grassroots membership organization made up of individual senior citizens and senior citizen clubs, and organizations from all parts of NYS.

❖ Has a strong history providing outreach and education to senior citizens and their families since 1972.

❖ Is consumer governed and directed, identifies needs, votes on an agenda and takes action to fulfill the mission of improving the quality of life of seniors in NYS.
Today We Will Discuss:

- María Alvarez, Executive Director: Using Data to Understand your Community
- Joan Akpan, Media/Marketing: Tools to Effectively Communicate to/with Your Community
- Leslie Sierra, Outreach Counselor: Getting to Know Your Community
Aging in NYS

- New York’s total population is over 19 million individuals, and the state **ranks fourth** in the nation in the number of adults age 60 and over – 4.3 million.

- **Demographic** characteristics changing over time have important implications for the state plan on aging.

Source: [Office for the Aging](https://www.ny.gov/energize)
## Change in Population Aged 60+

### New York State - 62 Counties

#### Change in Population Aged 60 and Over

**2020 to 2025**

<table>
<thead>
<tr>
<th>Proportion of County Population Aged 60 and Over</th>
<th>Number of Counties with Specified Percent of Older Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>Less than 20%</td>
<td>4</td>
</tr>
<tr>
<td>20% to 24%</td>
<td>17</td>
</tr>
<tr>
<td>25% to 29%</td>
<td>32</td>
</tr>
<tr>
<td>30% and over</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: Woods & Poole Economics, Inc., 2018 State Profile
Minority Population Growth

Projected Growth of the Minority and Non-Minority Population in New York State 2010 to 2040

Source: Woods & Poole Economics, Inc., Complete Demographic Database, 2018
## Family Characteristics

### FAMILY STRUCTURE in the United States

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married couple families</td>
</tr>
<tr>
<td>Married couple families with children</td>
</tr>
<tr>
<td>Single parent households</td>
</tr>
<tr>
<td>Single person households</td>
</tr>
<tr>
<td>Non-traditional households</td>
</tr>
</tbody>
</table>

Source:
Health and Impairment of Older Adults

- Chronic conditions are singled out as the major cause of illness, disability, and death in the United States.
- It is estimated that the cost of chronic conditions will reach $864 billion by 2040, with chronic conditions among older adults being more costly, disabling, and difficult to treat – and also the most preventable.

New York State Population: Disability

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% of Group with All Types of Disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-20</td>
<td>4%</td>
</tr>
<tr>
<td>21-64</td>
<td>9%</td>
</tr>
<tr>
<td>65 and over</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: [NEW YORK STATE DEPARTMENT OF HUMAN SERVICES | OFFICE FOR THE AGING](#)
Other Trends in the State

❖ Growth in long term care needs
❖ Migration patterns
❖ Income and poverty
❖ Nutritional needs
❖ Community Involvement

Source:
Effective Communication Tools
Effective Communication Tools

❖ Member Update (Newsletter) mailed in March 2019 over 800 members and 1,200 organization members

❖ Senior Action News - e-mailed 24x/year to subscription base: 1,200 addresses.

❖ Facebook - Updated daily, friends – 340

❖ Twitter - Started Oct 2018 – 35 & growing
### Effective Communication Tools

<table>
<thead>
<tr>
<th>Month</th>
<th>Sessions</th>
<th>Page views per visit</th>
<th>Avg. Daily Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>914</td>
<td>2.53</td>
<td>77</td>
</tr>
<tr>
<td>APRIL</td>
<td>810</td>
<td>3.03</td>
<td>82</td>
</tr>
<tr>
<td>MAY</td>
<td>832</td>
<td>2.54</td>
<td>70</td>
</tr>
</tbody>
</table>
SMP Activities

For Time period March 1 – May 31st 2019

❖ Presentations and disseminated information at over 142 events which reached over 7,910 seniors, advocates, providers throughout New York State.

❖ Counties: Albany, Chautauqua, Chemung, Clinton, Columbia, Cortland, Erie, Fulton, Greene, Kings, New York, Niagara, Ontario, Queens, Rensselaer, Saratoga, St. Lawrence, Tioga, Tompkins, Ulster, Wyoming

❖ Reached over 8.7 million seniors, advocates, providers throughout NYS via television, radio, newsletters, e-newsletters, Web site, Facebook, Twitter

❖ Counseled 768 Medicare Beneficiaries, families, and caregivers
Getting to Know Your Community

Source:

2019 SMP/SHIP National Conference
July 22–25, 2019 • San Diego, CA
This project was supported, in part by grant number 90MPPG0010-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.

Source: