

# World Class Conversations with Diverse Populations

Demographic Trends  
Changing Environment  
Preparing for Conversation

Aging in America  
Las Vegas, Nevada  
March 18, 2009

# Trend Snapshot

- The 60+ population is growing.
- The older population is living longer.
- The oldest old population in each state will grow.
- The older population will be more racially and ethnically diverse than ever before.
- Some states will have larger proportions of older minorities who are foreign born residents.
- Migration patterns will affect some states more than others.
- Accommodations will be desired for non-English speaking older populations.

# Older Americans

- Older adults represent the fastest growing segment of America's population.
- In 2008, over 42 million Americans were age 65 and older.
- By 2050, that number will grow to almost 87 million.
- The 85+ population grew from 100,000 in 1900 to 4.2 million in 2000.
- The 85+ population is projected to grow from 4.2 million in 2000 to nearly 21 million in 2050.

# Gender

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- Women make up 58% of the 65 and over population and 69% those 85 and older.
- A majority of older men are veterans.
- In 2007, older men were much more likely than older women to be married.
- Over 78% of men aged 65-74 were married, compared with 56 % of women from the same age group.
- In 2007, women aged 65+ were three times likely as men of the same age to be widowed.

# Education

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Despite overall increases in educational attainment among older Americans, substantial differences exist among racial and ethnic groups.

- In 2007, 28% of the older population had not completed high school.
- Comparatively, 48% of older African Americans and 64% of older Hispanics had not completed high school.

# Living Arrangements

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Significant correlations exist between living arrangements of older adults and income, health status, and the use of caregivers.

- Older adults living alone are much more likely than older adults who live with spouses to be in poverty.
- Older women (40%) are twice as likely as older men to live alone (19%).

# Health Status

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- Reaching age 65, older Americans can expect to live an average of nearly 18 more years.
- Prevalence of chronic conditions differs by sex.
- Close to half of older men and one-third of older women reported trouble hearing.
- Vision trouble affects 18% of the older population. About 33% of the 85+ population report trouble seeing.
- Prevalence of moderate to severe memory impairment increases significantly with age.

# Racial and Ethnic Diversity

As the older population grows, it will also become more diverse in racial and ethnic composition.

- Non-Hispanic whites account for nearly 83% of the older population, African Americans make up 8%, Hispanics account for nearly 6% and Asians make up 3%.
- By 2050, the composition will change to 61% for non-Hispanic whites, 18% for Hispanics and 12% for African Americans, and 8% for Asians.



# Diversity in Aging

- Race
- Ethnicity
- Language
- Gender
- Income
- Education
- Health
- Geographic Background
- Mental and Physical Ability
- Caregiver Status
- Sexual Orientation
- Literacy
- Immigration
- Exploitation (financial, physical, emotional abuse)

# Issues of Our Time

- Serving Individuals with Disabilities
- Applying Person Centered Approaches
- Implementing Nursing Home Diversion Projects
- Ensuring Adequate Home and Community Based Services and Supports
- Making Communities Liveable
- Designing Health Promotion/Disease Prevention Initiatives
- Advancing Comprehensive Benefits Counseling
- Providing Long Term Services and Supports Planning

# Access to Information

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- How does diversity change access to person centered information about aging services and supports?
- What quality goals should you accomplish when communicating with diverse populations?
- How do you capture interest of diverse populations?
- What are goals for connecting with new initiatives?
- Who should be involved in broadening the communication scope?

# And the Survey Says...

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- Involve everyone.
- Embrace diversity.
- Share knowledge, resources, and decision making.
- Build connections.
- Extend services to underserved groups.
- Apply new knowledge and work experience.
- Connect deliberative discussion for social, systems and policy change.

# Get a Perspective

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- Demographic Statistics and Trends
- Federal, State and Policy Directions
- News Stories
- New Initiatives, Demonstrations and Projects

# World Class Communication



Communication Styles

Attitudes About Conflict

Approaches to Completing Tasks

Decision Making Styles

Ways of Knowing

# People Preparedness

Clarity/Confusion  
Hope/Fear  
Proactive/Passive  
Calm/Stress  
Pride/Indifference  
Guilt/Innocence  
Anxiety/Assurance



# Communication Challenges



Vision  
Hearing  
Speech  
Mobility  
Coordination  
Concentration



# Person Centered Approaches

- Prepare for Conversation
- Expand Knowledge
- Know the Target Audience
- Search and Gather Appropriate Resources
- Incorporate New Communication Strategies, Techniques and Styles

# Additional Information

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Training  
Technical Support  
Consultation and Assessment  
Diversity Discussions  
Communication Tip Sheets  
On Line America's Diversity Resource Guide

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