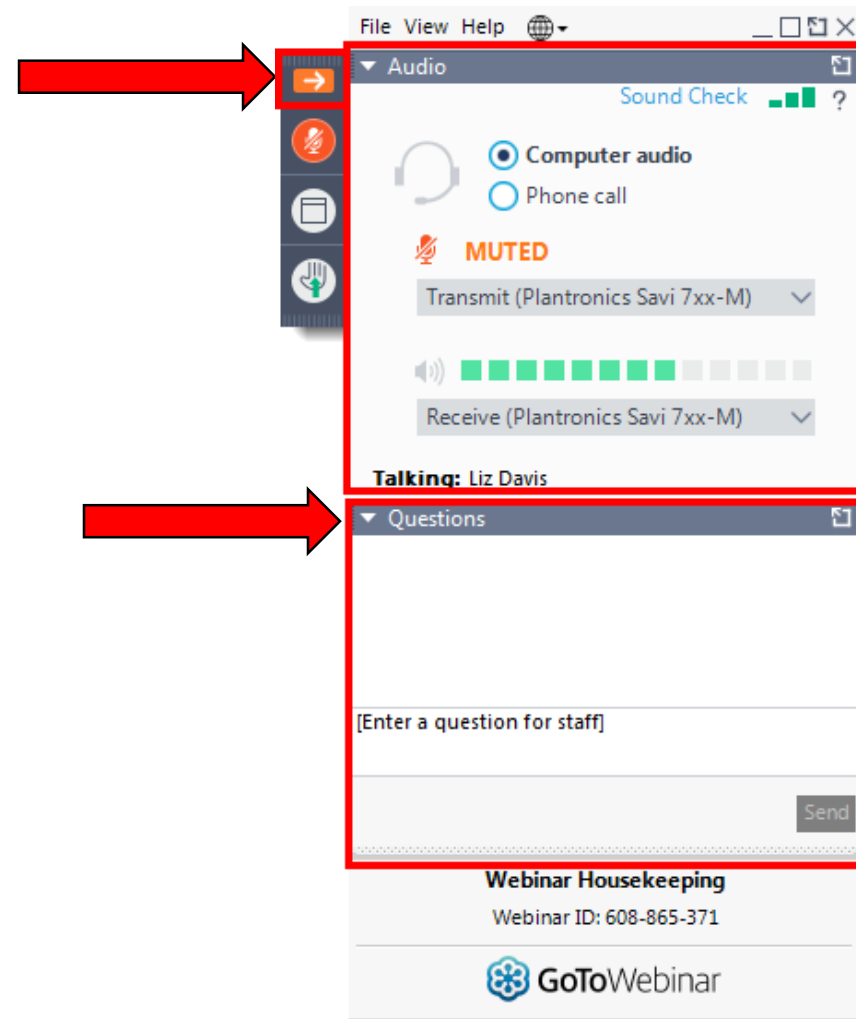





advocacy | action | answers on aging

engAGING Diverse Populations: Successful  
Approaches  
to Engaging Older Adults  
February 25, 2020

# Webinar Instructions

- Audio options
  - Use your computer speakers,  
OR
  - Dial in to the conference call
  - All participants are muted
- “Questions” box
  - Q&A session will be at the **end** of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon “

The screenshot displays the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below this, a red box highlights the 'Audio' settings panel. A red arrow points to the 'Audio' dropdown arrow icon in the top-left corner of the interface. The 'Audio' panel shows 'Computer audio' selected, with 'Phone call' as an alternative. The status is 'MUTED', and the current microphone is 'Transmit (Plantronics Savi 7xx-M)'. Below the microphone selection is a volume slider and the receiver 'Receive (Plantronics Savi 7xx-M)'. The text 'Talking: Liz Davis' is visible. Below the audio panel, another red box highlights the 'Questions' section. A red arrow points to the dropdown arrow icon in the top-left corner of the 'Questions' panel. The 'Questions' panel contains a text input field with the placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom of the interface, the text 'Webinar Housekeeping' and 'Webinar ID: 608-865-371' is displayed, along with the GoToWebinar logo.

# Presenters

- Fatima Perkins
  - Director of Community Outreach & Advocacy, Western Reserve Area Aging on Aging
- Jenna McDavid
  - National Director, Diverse Elders Coalition

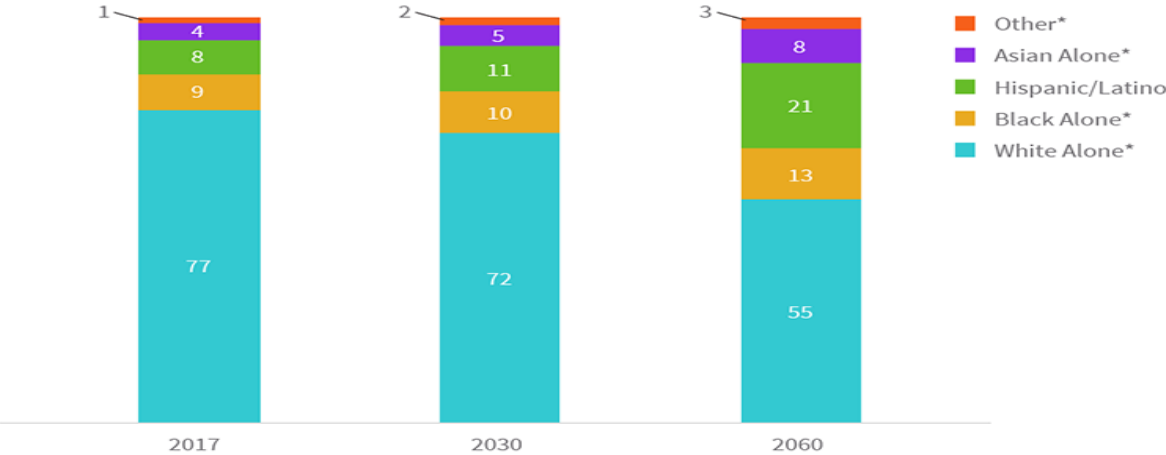
**engAGING Diverse Populations:  
Successful Approaches  
to Engaging Older Adults  
Tuesday, February 25, 2020**

Fatima Perkins, MSLIS, MNO  
Director Community Outreach & Advocacy  
Western Reserve Area Agency on Aging  
Cleveland, OH

# Demographics ... As the world turns

## FIGURE 2 Racial and Ethnic Minorities Will Make Up an Increasing Share of the U.S. Older Population

Percent Distribution of the U.S. Population Ages 65 and Older by Race and Ethnicity, 2017, 2030, and 2060



**Note:** An asterisk denotes non-Hispanic.  
**Source:** U.S. Census Bureau, 2017 Population Projections.

# More Demographics



( Administration Community Living)

Over the past 10 years, the population age 65 and over increased from 37.8 million in 2007 to 50.9 million in 2017 (a 34% increase) and is projected to reach 94.7 million in 2060.

Racial and ethnic minority populations have increased from 7.2 million in 2007 (19% of the older adult population) to 11.8 million in 2017 (23% of older adults) and are projected to increase to 27.7 million in 2040 (34% of older adults).

An estimated 1.5 million adults age 65+ are lesbian, gay or bisexual (LGB). This total is expected to grow to nearly 3 million by 2030 (SAGE 2010).

More than one in every seven, or 15.6%, of the population is an older American.

Persons reaching age 65 have an average life expectancy of an additional 19.5 years (20.6 years for females and 18.1 years for males).

And more...

About 28% (14.3 million) of older persons lived alone (9.5 million women, 4.8 million men).

Median income of older persons in 2017 was \$32,654 for males and \$19,180 for females.

In 2017, 4,681,000 older adults (9.2%) were below the poverty level. This poverty rate is not statistically different from the poverty rate in 2016 (9.3%).

# Implications



**CULTURAL AWARENESS,  
SENSITIVITY, AND  
COMPETENCE**



**SERVICE  
PROVISION/PROGRAM  
DESIGN**



**COMMUNITY  
ENGAGEMENT**



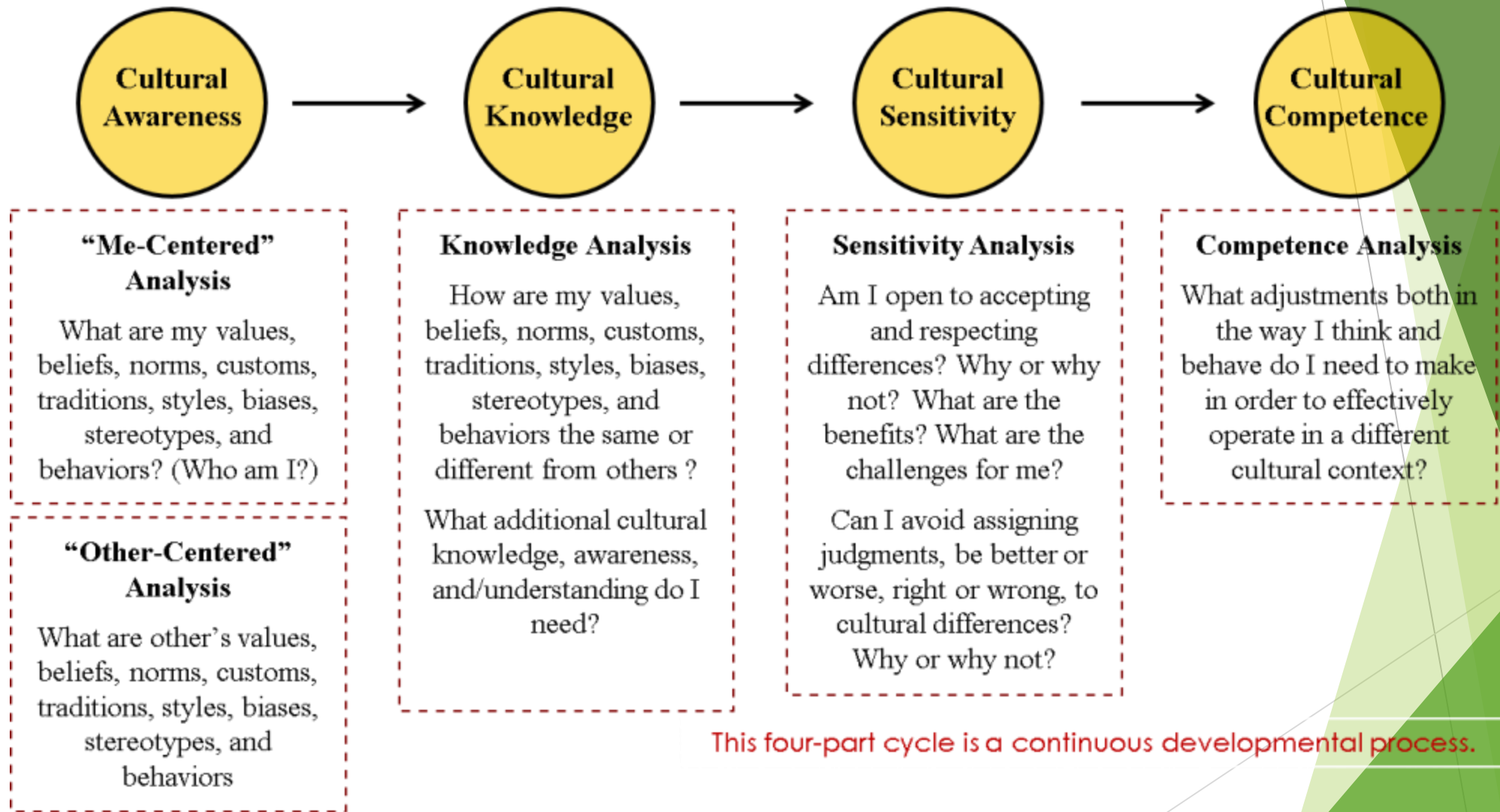
**PERSONAL  
PREFERENCES**



**TRAINING THE  
WORKFORCE**



# Cultural Competence Model™



This four-part cycle is a continuous developmental process.

# Organizational Readiness/Cultural Competence Self-Assessment



Beliefs, custom norms or values of ethnic communities you serve?



How health/illness



Languages used



Ethnic community strengths



Participation in community functions of diverse groups



Relationship with members of various groups/insight, respect and understanding

# Program Development Considerations



# Contemplating Appropriate Programs

Identify

Identify opportunities based on interest, connecting cultures and community need.

Select

Select themes for programs that deal with specific interests of the audience (target audience and multiple cultures).

Create

Create engaging programs that promote life-long learning, being aware that interests and information needs greatly vary amongst diverse elders.

Plan

Plan programs for specific age groups/generations within the target audience.

Consider

Consider cooperative programming with appropriate partners.

Explore

Explore outreach and partnership opportunities to provide programming.

Promote

Promote active aging to all audiences.

# Program Portfolio

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The text 'Program Portfolio' is centered in a clean, sans-serif font.



# Creative Aging Online Series Brooklyn, NY Public Library

- ▶ Teleconferencing series with DOROT (a local nonprofit)
- ▶ Art Classes/watercolors
- ▶ Worked with a teaching artist
- ▶ Developed a course syllabus
- ▶ Created a safe space
- ▶ Participants given all supplies

# Community Conversations Project

## Lee County Library System, Fort Myers, FL



Volunteers recruited to provide programs at assisted living facilities.



Monthly program



Discussion about various issues with library support materials



Volunteer training manual available and Project Wiki

# Creativity Redefining Retirement

## St. Louis County Library, MO

- ▶ Panel of notable local retirees
- ▶ Moderated discussion about how to maximize happiness
- ▶ Entertainment and refreshments were provided before program



MoneySmart  
Week  
St. Louis  
County  
Library, MO



Legal Decisions: Wills, Trusts and Powers of Attorney and refreshments were provided before program



Collaboration with University of Missouri Extension



Cultural implications/family

# Death and Dying Series, San Francisco Library, San Francisco, California

A series of sensitive discussions and lectures about death and dying

Series collaborated with local experts and organizations that assist with death

Series of programs included: Grieving a Pet's Death, Talking to Children About Death, How to Die in California, Faith Traditions & Death

# Leaping Letters, Westerville Public Library, Westerville, OH



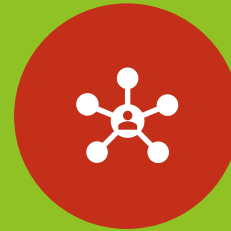
INTERGENERATIONAL PEN-  
PAL PROGRAM PAIRS SENIOR  
CITIZENS WHO RESIDE IN  
FACILITIES WITH  
ELEMENTARY SCHOOL  
STUDENTS.



THE OLDER ADULTS WRITE  
LETTERS TO THE STUDENTS  
AND THE STUDENTS  
RESPOND.



PROGRAM BUILDS READING  
AND WRITING SKILLS.



MEANINGFUL  
RELATIONSHIPS  
DEVELOPED.



SOCIAL ISOLATION  
REDUCED.

# More Programs...

- ▶ Monthly themes that focus on cultures and diversity
  - ▶ January – International Customs Day
  - ▶ February-Black History Month
  - ▶ March-Ethnic Equality Month
  - ▶ April-Celebrate Diversity Month
  - ▶ May-Older Americans Month
  - ▶ June-LGBTQ Pride Month
  - ▶ July-Filipino American Friendship Day
  - ▶ August – Diversity Now
  - ▶ September-Hispanic Heritage Month
  - ▶ October-Polish American Month
  - ▶ November-Transgender Day Remembrance. National American Indian Heritage Month
  - ▶ December-Religious Holidays

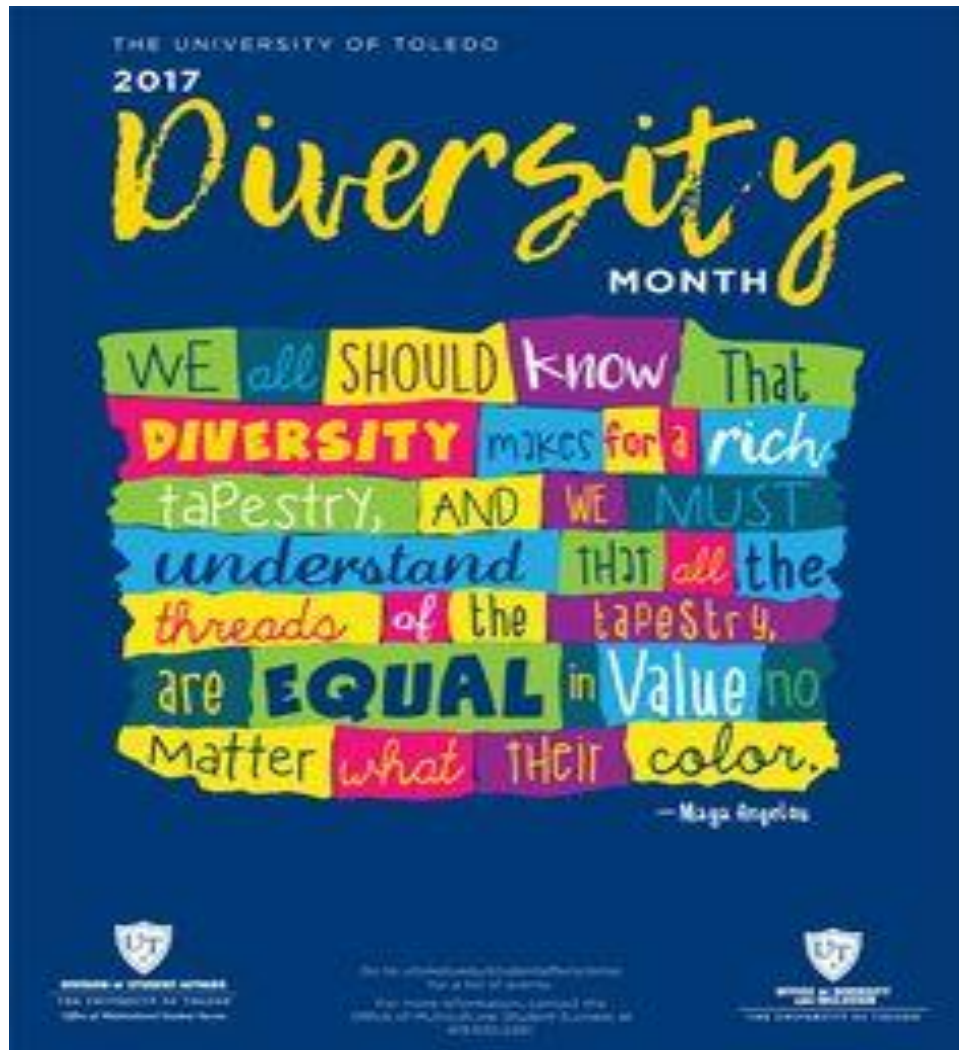
# More Ideas/Programs...

- ▶ Art Exhibits dedicated to specific culture
- ▶ International Movie Day with discussion
- ▶ Music Mondays - Explore music from other cultures/genres
- ▶ Dance appreciation/demonstration of specific culture
- ▶ Intercultural potlucks-discussion and reflection of meal
- ▶ Gaming - Board games from various groups
- ▶ Book Club/Discussion - Exploring books about diverse groups
- ▶ Storytelling traditions - Enjoy stories that build cultures
- ▶ Cultural Connections - Understanding traditions from other groups
- ▶ Genealogy programs -
- ▶ Cultural Bingo/Life Experiences

# Essential Program Elements to Consider



- ▶ Program goals/objectives/outcomes
- ▶ Program replication
- ▶ Sustainability (one time, on-going, series, initiative)
- ▶ Evaluation
- ▶ Cost/budget
- ▶ Staffing



Questions/Comments

**Thank you!**

Fatima Perkins, MSLIS, MNO  
Director Community Outreach & Advocacy  
Western Reserve Area Agency on Aging  
[fperkins@areaagingsolutions.org](mailto:fperkins@areaagingsolutions.org)

216.543.5402

# Social Engagement for LGBT Older Adults



DIVERSE  
ELDERS  
COALITION



**n4a engAGED – February 2020**



# Diverse Elders Coalition



DIVERSE  
ELDERS  
COALITION



**Jenna McDavid,  
National Director**

[jmcdavid@diverseelders.org](mailto:jmcdavid@diverseelders.org)

# Our Coalition Members

**sage** | Advocacy & Services for LGBT Elders  
**We refuse to be invisible**

**NHCOA**  
NATIONAL HISPANIC COUNCIL ON AGING



DIVERSE  
ELDERS  
COALITION

**NICOA** | National Indian Council on Aging, Inc.



SEARAC



**NAPCA** NATIONAL ASIAN PACIFIC  
CENTER ON AGING



*The National Caucus and Center on Black Aging, Inc.*

# What We've Done



DIVERSE  
ELDERS  
COALITION



[www.diverseelders.org](http://www.diverseelders.org)

# Who Are LGBT Older People?



**LGBT:** Lesbian, Gay, Bisexual and/or Transgender

# Importance of Social Engagement for LGBT Elders



## POPULATION:

### AN AGING LGBT



1.1  
MILLION  
LGBT  
ADULTS  
IN THE  
U.S. ARE  
65+



TWICE AS  
LIKELY  
TO BE  
SINGLE  
AS THEY  
AGE



THREE  
TO FOUR  
TIMES  
LESS  
LIKELY  
TO HAVE  
KIDS TO  
SUPPORT  
THEM



1/3 OF  
LGBT  
OLDER  
ADULTS  
LIVE IN  
POVERTY



TWICE  
AS  
LIKELY  
TO LIVE  
ALONE



LESS  
LIKELY TO  
DISCLOSE  
ORIENTA-  
TION IN  
HEALTH  
SETTINGS

# Friendly Visitor Programs



**Jerre**  
Participant  
SAGE Friendly Visitor Program

**Joelle**  
Volunteer  
SAGE Friendly Visitor Program

# Friendly Visitor Programs



DIVERSE  
ELDERS  
COALITION

- Creates lasting connections but requires significant investment of staff and volunteer time
- Volunteers must be screened and trained
- Grief counseling
- Peer support



# Friendly Visitor Programs



DIVERSE  
ELDERS  
COALITION



**For more information:**

<http://bit.ly/2lv22ga>

<https://sagenyc.org/nyc/care/visitor.cfm>



# Speed Mentoring Programs

