ELDER CARE TRENDS and BEST PRACTICES: Building on our Assets and Addressing Future Needs

Boston College Workforce Roundtable - November 4, 2015
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Presentation Overview

- The Aging Population
- Employees as Elder Caregivers
- What are companies doing well already?
- New Directions: Aging in Community
  - Role of Employers
  - Role of other stakeholders
- Conclusion
Aging of Population: macro-level challenges hitting US

- **Changes in population health**: medical advances = rising life expectancy
- **Changing relationship to paid work**: need/desire to work longer, retirement postponed
- **Changes in family roles**: fewer caregivers at home to help, more women in workforce
- **Changes community-based services**: more elders “aging in place”, more social services
AGING in the United States: Challenges and Opportunities

- **CHALLENGE**: Unprecedented change in number of older adults living in their homes and neighborhoods

- **CHALLENGE**: How to deliver health care & social services to elders “aging in place”?

- **CHALLENGE**: “mismatch” between the way our communities designed and needs of the aging population.

- **OPPORTUNITY**: Action Plan, build on existing policies for caregivers, invest in your community
Employees as elder caregivers: Increasing part of workforce

Research Findings on Eldercare and Employees

- **In 1999**: 13% of employees provide elder care*
- **In 2010**: 42% of employees provided elder assistance in the past five years **
- **In 2015**: 49% provide elder care**


What are employers already doing to support caregivers?

Table 12: Elder Care Assistance from 2008 to 2014

<table>
<thead>
<tr>
<th>Benefits, Policies and Practices</th>
<th>2008</th>
<th>Sig.</th>
<th>2014</th>
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<tbody>
<tr>
<td>Percentage providing access to information about needed services for elderly family members (Elder Care Resource and Referral)</td>
<td>31%</td>
<td>***</td>
<td>43%</td>
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<td>Time off for employees to provide elder care without jeopardizing their jobs</td>
<td>75%</td>
<td>NS</td>
<td>75%</td>
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<tr>
<td>DCAPs for elder care</td>
<td>23%</td>
<td>***</td>
<td>41%</td>
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<tr>
<td>Access to respite care</td>
<td>3%</td>
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<td>7%</td>
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Appropaches to Aging in U.S.: How will businesses respond?

- **Current Approach: lens of individual worker as elder caregiver**
  - Employees need flexible schedules
  - Information about elder services, resource & referral and other supports

- **New Approach: lens of community**
  - Aging-Friendly Communities: Role for business?
Aging-Friendly Communities*: Approach focuses on community context

World Health Organization (WHO): developed concept, experiments in 22 countries, 33 cities

- Community = strong economy + elder wellbeing + environmental change
- Economic, physical and social environments shape experience of aging, not just health/social services

*Definition: “In an age-friendly city, policies, services, settings and structures support and enable people to age actively by: Recognizing the wide range of capacities and resources among older people; anticipating and responding flexibly to ageing-related needs and preferences; respecting their decisions and lifestyle choices; Protecting those who are most vulnerable; and promoting their inclusion in and contribution to all areas of community life.” (WHO, 2006)
Promoting City or Town Where Your Business is located as “Aging Friendly”

- **SET LONG-TERM GOALS**: Where do we want to be as an company and a community 20 years+?

- **TOWN PLANNING/ZONING**: Increase business role in town planning, impact on market & workforce

- **SOCIAL ENVIRONMENT**: Consider quality of life in where your company located, for elders/others

- **TALENT IMPACT**: Enhance recruitment and retention of best employees
Principle # 1: Affordability
Housing and services must be affordable for low and moderate income elders

- Support new housing models: less single family, more multi-family
- Partner with local developers to create housing for mixed income levels:
- More affordable personal care and home services: assess employee expenses for “fee for service” & employees as volunteers
Principle # 2: **Density Hubs**

Need areas where retail, recreational, cultural, educational and sites valued by seniors

- Collaboration between business and town planners, towns as centers for senior activity
- Create “elder-friendly business districts” *
- Support individual/group transportation to hubs: connect senior housing to retail, etc

Principle # 3: 
Health & Social Service Integration

Expand and coordinate health & social services

- **Assess capacity:** Hospitals + Community Services + VNA + COAs, do they meet rising demand?

- **Promote collaboration between employers and senior services:** contain costs, better service

- **Role of trained volunteers:** Utilize employees as community volunteers, take meals, companionship
Principle # 4: Transportation Access

Accessibility to all with limited abilities

- Businesses collaborate with local government to expand services: to increase capacity
- Explore ITN America*: not income-based, volunteer drivers, private cars, cashless system
- Transportation Preferences: needed to maximize dignity, independence and participation in community

* www.itnmaerica.org
Principle # 5:
Small Scale Long-Term Care

Expand models of long-term care for seniors who cannot live at home

- **Assessment:** current capacity in community
- **What is employer role in developing new models and/or facilities?**
- **Business opportunities:** partner in innovative design of new long-term care, more residential, less institutional
Principle # 6: Green & Sustainable

Food production, buildings, transportation must embody environmentally sustainable approaches

- **Aging-Friendly community is “sustainable”:**
  What can your company do to “lighten their footprint on the planet”?

  - **Roof gardens & greenhouses**
  - **Recycling:** garbage, promotion of composting, renewable building materials
  - **Energy conservation:** homes and cars, solar & wind
Principle 7: Universal Design
Promote access for all to private and public spaces

- Remodel/retrofit Businesses and Public Buildings:
  - Install ramps, automatic doors with buttons, wide doorways, safe bathrooms

- Redesign Outdoor spaces:
  - More benches, install curb cuts in towns
  - More places for elders to walk, do moderate exercise
Principle # 8: **Integrating Ages**

Public spaces adaptable for people of different ages, and for people as they age

- Businesses as sponsors in local programs:
  - Local Libraries,
  - Councils on Aging
  - Parks and Museums
Principle # 9: **Mix Public & Private**
Expand mix of public and private spaces, promote community-building

- Business input on zoning of housing and retail
- Clustered housing near town centers: Individual houses/apts. with access to grocery and drug stores, small business
- Is elder care just a family responsibility? What should businesses contribute?
Principle # 10: **Technology-Friendly**

Utilize assistive technology to facilitate safety, independence AND social interaction

- **Educate Employees about 24/7 Approach:**
  - **LifeLine Medical Alert** for elders who live alone
  - **Computer-assisted devices**: remind people about when to take medication, communicate with health providers
  - **Expand Internet Uses**: for grocery shopping, pharmacy deliveries, etc., overcome elder isolation
  - **Google Groups**: expand ways to inform people about events, services, and resources
OPPORTUNITIES: Models for Aging-Friendly Communities

- **NORC Model**: adapted to rural areas
- **Intergenerational Models**: urban and rural areas
- **Co-Housing Model**: adapted to seniors
- **Village Model**: urban neighborhoods and rural areas
- **The Green House Project Model**: long-term care
- **Home Share Model**: urban and rural areas
Designing Aging-Friendly Communities: Naturally Occurring Retirement Community Model

**NORCs**: “a community that was not originally built for seniors, but that now is home to a significant proportion of older residents.”

- Housing-based and neighborhood-based NORCS, NORRs, Naturally Occurring Retirement Regions
- **Vertical NORCS**
- **Horizontal NORCs**
Designing Aging-Friendly Communities: Rural NORR Model, Adirondacks to Indiana
Designing Aging Friendly Communities: Intergenerational Models

“Communities for All Ages”*: Sites across US address aging issues from a multi-generational perspective

- **Collaboration and Community Engagement**: residents of all ages participate in leadership roles and advocacy

- **Cross-Generation Planning**: Create places, practices and policies that promote interaction across ages

- **Funded by grants from government and foundations**: HHS, Pew, Met Life, Wells Fargo, Atlantic Philanthropies

* [www.communitiesforallages.org](http://www.communitiesforallages.org) @ Temple University
Communities for All Ages: 8 states, 24 sites, many rural like Mooselake, MN
Designing Aging Friendly Communities: Cohousing > Senior Cohousing Model*

Intentional communities, started in Denmark: “Building a better society one neighborhood at a time.”

- **Started in US in early 1980s:** 250+ in USA; 18 in MA
- **Mixture of ages and family types:** Shared private space and common public space
- **Co-housing increasingly interested in aging:** original model did not address frail elders & end of life issues

*Senior Cohousing* (2003) by Chuck Durrett and Christine Kennedy
Silver Sage in near Boulder, CO:
Mix of private and public space
Designing Aging Friendly Communities: Green House Project Model

Reinventing long-term care, started Dr. William Thomas, geriatrician from NY state, started 2003

- **Funding from philanthropy**: Robert Wood Johnson and NCB Capital Impact, 150 projects in 32 states

- **Houses 6-12 frail seniors**: private and public spaces, homelike design and feeling

- **Evaluation Research Outcomes**: High satisfaction from elders, Less physical decline and depression
Green House Project Facility in Tupelo, Mississippi: “Caring Homes for Meaningful Lives”
Designing Aging-Friendly Communities
Villages Model = Neighborhood + Network

Started in Boston in 2001, it promotes aging in place through an elder-led membership organization model

- **Referral to local services**: vetted and customized
- **Discounts and socialization**: health/wellness programs, cultural events, book clubs, museum trips, etc. for a fee
- **All home services by private pay**: Help hiring vetted contractors to modify/renovate of house/apartment
- **Membership fees**: varied/controversial model not necessarily an option for moderate/low-income elders
Vineyard Village at Home: at home living and independence on the island since 2006, “MV pioneers”
Designing Aging-Friendly Communities: Home Sharing Model

Started in U.S. in early 1980s, 65 programs operating

- **Matching service**: seniors who need help at home with people needing affordable housing willing to provide help

- **Unique Model for common problems**: Consider for MV, moderate income elders who have trouble paying for services and low-wage elder care workers

- **Fees for work of matching**: sliding scale from $60-$500

- **Clearinghouse**: tools & resources, US & internationally
  - [www.nationalsharedhousing.org](http://www.nationalsharedhousing.org)
  - [www.homeshare.org](http://www.homeshare.org)
HomeShare Vermont:
Free home care, affordable rents with age mix
Summary of Challenges & Opportunities

Business Case for Community Investment

- **CHALLENGES**: Many employees elder caregivers

- **OPPORTUNITIES**: Increase business voice in aging society, “be part of the solution”
  - Recruit and retain most talented employees
  - Ensure the needs of business as part of town planning/zoning process
  - Expand markets for products to elders/families
THANK YOU

Please contact Center for Women in Politics and Public Policy for additional elder care resources

For further information on presentation, please contact:

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