

Finding the Hard to Find

A New Model to Target Potentially Vulnerable Older Adults

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Education (CARE)

**Collaboratory
for Aging
Resources and
Education**

USING POLL EVERYWHERE

- Participate and hear from each other
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What do you hope to get out of today's presentation?

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THE OBLIGATORY

Today's Goals

- Participants will learn about the history of Florida's Elder Needs Index and the evolution of the CARE Index
- Participants will understand how to use the CARE index to target their own outreach efforts and measure their own performance metrics.

There are no conflicts of interest to disclose.

OUR CHALLENGE

- Growing number of older adults facing challenges/barriers to aging in community (ex. Poverty)
- Resources are not being allocated in sufficient amounts to keep up with the need
- Growing number of older adults that need assistance but do not know how to connect

OUR CHALLENGE

- COVID-19 has changed the landscape in ways we do not yet know
 - Unplanned retirement
 - Market uncertainty
 - Families may not be able to support older loved ones

OUR CHALLENGE

- What if we could identify communities where we are likely to find vulnerable older adults?

FLORIDA'S ELDER NEEDS INDEX

- Created by the Florida Department of Elder Affairs to help partners strategically plan to target vulnerable older adults
- Goal was to create visual representations showing where pockets of at-risk older adults live
- Used the Older Americans Act as a guide

FLORIDA'S ELDER NEEDS INDEX

- Stated goal – “to target elder populations that are either racially, socially, or culturally isolated, in poverty, or disabled”
- ENI factors
 - Percent of the 60+ population that is 85+
 - Percent of the 55+ population that self-identify as a racial or ethnic minority
 - Percent of the 65+ population with one or more disabilities
 - Percent of the 55+ population living at or below 125% FPL

FLORIDA'S ELDER NEEDS INDEX

- Wide variety of additional factors
 - Limited English proficiency
 - Potential prevalence of Alzheimer's Disease
 - Living alone
 - FEMA evacuation zones

BUT WHAT ABOUT 60?

- The OAA generally targets 60+
- Data suppression – good intent but challenging effects
- Closest approximation

CARE INDEX

- ENI as a starting place with the following modifications
 - Poverty < 150% FPL
 - Added Limited English Proficiency
 - Redefined disability
 - Crowdsourced factor impact
 - Focus on zip codes

TEXAS UNDER THE CARE INDEX (2018 5Y DATA)

- Share of older adults (60+) who are “oldest old” – 7.66%
- Percent of 55+ who self-identify as a racial or ethnic minority – 40.3%
- Ratio of disabilities among the 65+ population – 0.83
- Percent of 55+ who live below 150% FPL – 19.6%
- Percent with limited English proficiency – 9.5%

CARE Index Raw Score: .32

BY ITSELF, MEANINGLESS; IN CONTEXT, A GOLDMINE

Texas CARE Index Raw Score: .32*

- US: .256
- Louisiana: .286
- Maine: .185
- New York: .288

*All calculations other than TX are close estimates

BY ITSELF, MEANINGLESS; IN CONTEXT, A GOLDMINE

Index Results – 2019 1-Yr ACS Data

- Bexar: .394 (poverty, disability)
- Dallas: .342
- Ft. Bend: .289
- Harris: .339
- Hidalgo: .562 (poverty, disability)
- Travis: .25

**In a word or a short phrase, what are your initial thoughts
on what the CARE index reveals?**

BACK TO THIS HOW-TO GUIDE

- Pulled data for 143 Harris County zip codes, Harris County, Texas from data.census.gov
 - S0101 (Age and Sex)
 - S1810 (Disability Characteristics)
 - B17024 (Ratio of income to Poverty)
 - B16004 (Limited English Proficiency)
 - B01001, B01001H (Sex by Age/Race/Hispanic Origin)

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Do you think the five index factors should be treated equally?

Yes

No

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BACK TO THIS HOW-TO GUIDE

- Convenience sample of 160+
 - 41% for-profits
 - 37% non-profits
 - 23% government
- Asked to rank 5 factors

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If you had to rank the factors, which one would you say is the most important?

Ratio of people 85+

Limited English proficiency

Below 150% FPL

Self identifies as racial or ethnic minority

How many disabilities a 65+ population has

They should all count equally

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WHAT LOCAL EXPERTS SAID

- Income most important
 - Disability
 - Oldest old
 - Limited English/Minority

SOME SURPRISES

- In Houston, more minorities, higher poverty overall
- South Houston, Galena Park
- Almost all in the East and few in Southwest
- Weighting based on community perceptions made very little difference
 - Factors picked by community were already most prevalent

GOING FORWARD

- Like Florida, is aging network hitting hotspots?
- Identify communities for outreach efforts
 - Raise awareness among officials, stakeholders
 - Research and find allies to reach hard to reach

GOING FORWARD

- Compare data for trends
 - APS
 - 211
 - City services
- Create community tools to start/continue community conversation

How can you see yourself or your community using the CARE index.

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THE CONVERSATION

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