# Finding the Hard to Find

A New Model to Target Potentially Vulnerable Older Adults

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Cillaboratory for Aging Resources and Education

# USING POLL EVERYWHERE

- Participate and hear from each other
- Two ways to join
  - TEXT tmermelstein305 to 22333
  - Go to pollev.com/tmermelstein305



# What do you hope to get out of today's presentation?

### 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 atrisk 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

□ When poll is active, respond at pollev.com/tmermelstein305
□ Text TMERMELSTEIN305 to 22333 once to join

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

Yes

No

# BACK TO THIS HOW-TO GUIDE

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

# 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

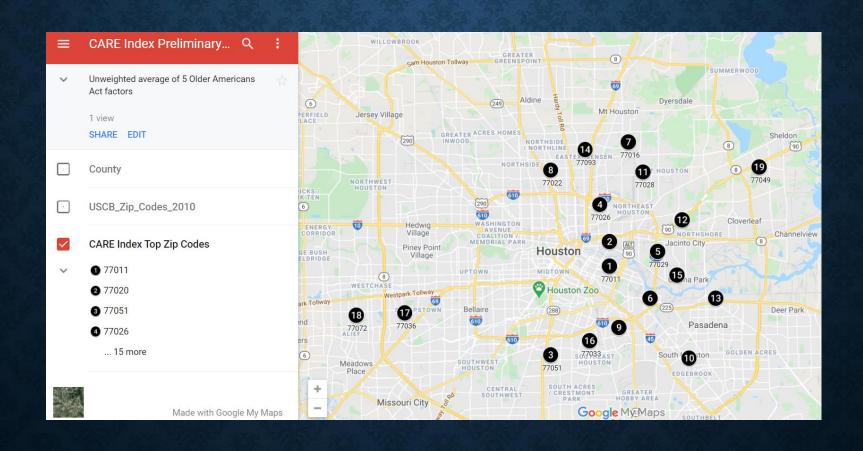
They should all count equally



# WHAT LOCAL EXPERTS SAID

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

# SOME SURPRISES



### 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

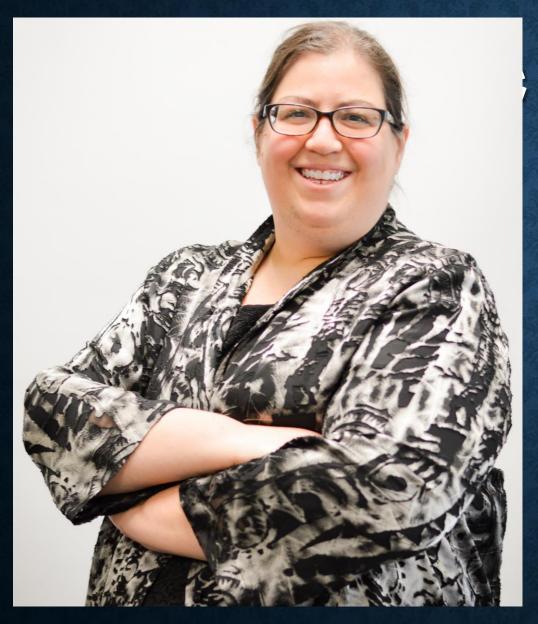
### **GOING FORWARD**

- 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.



# THE CONVERSATION

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