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There's No Place Like Home: Models of Supportive Communities for Elders

California HealthCare Foundation

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Community Approaches to Aging: Issues & Needs

Jon Pynoos, Ph.D.

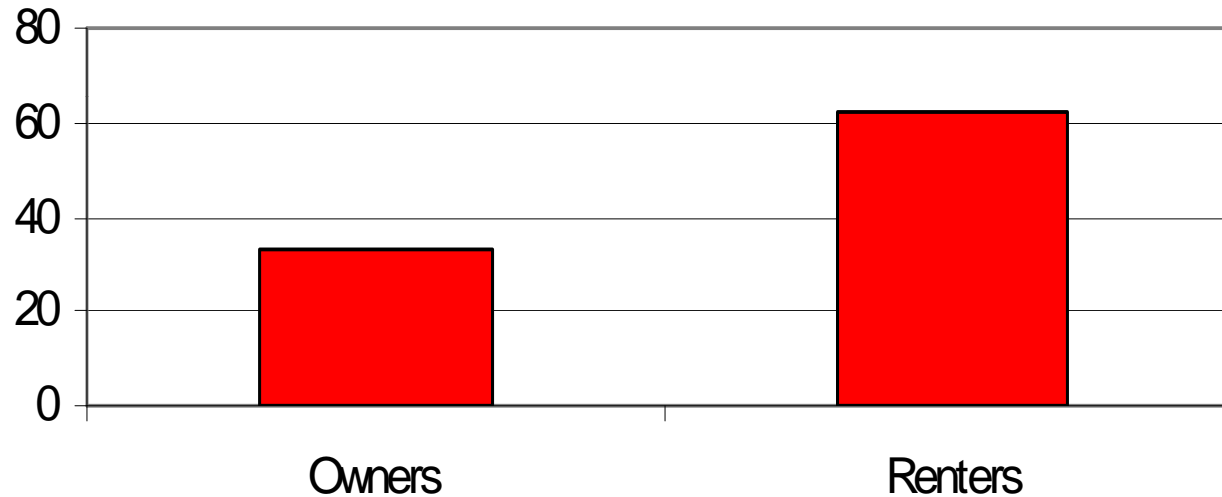
Andrus Gerontology Center
University of Southern California

Critical Issues in Housing for Older Persons: The 4 A's

1. Affordability - Costs
2. Adequacy - Condition
3. Accessibility - Supportiveness of physical environment
4. Appropriateness - Connected to services

The Need for Affordable Housing

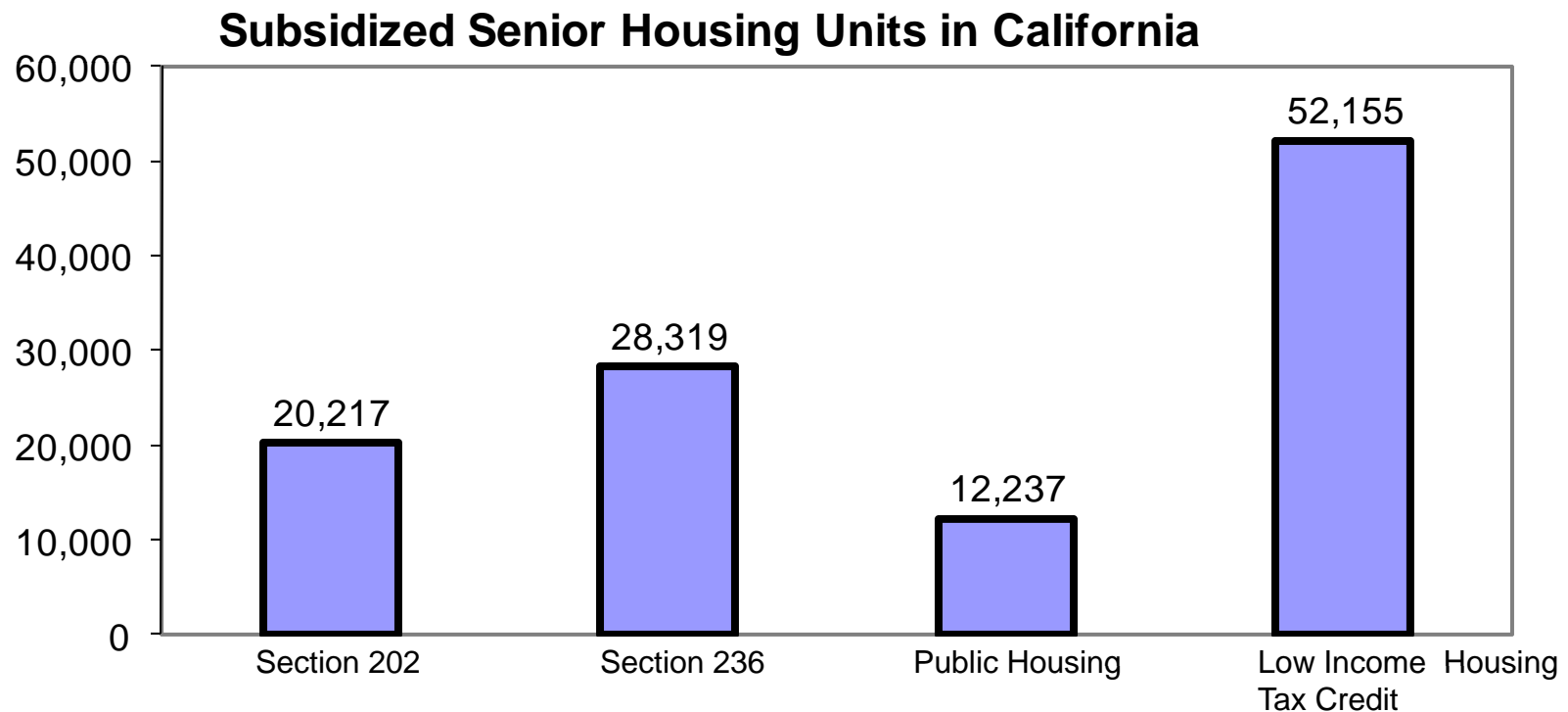
Percentage of California's Older Householders Overpaying for Housing



Source: 2008 American Community Survey Tables B25093 and B25072

Government Subsidized Housing

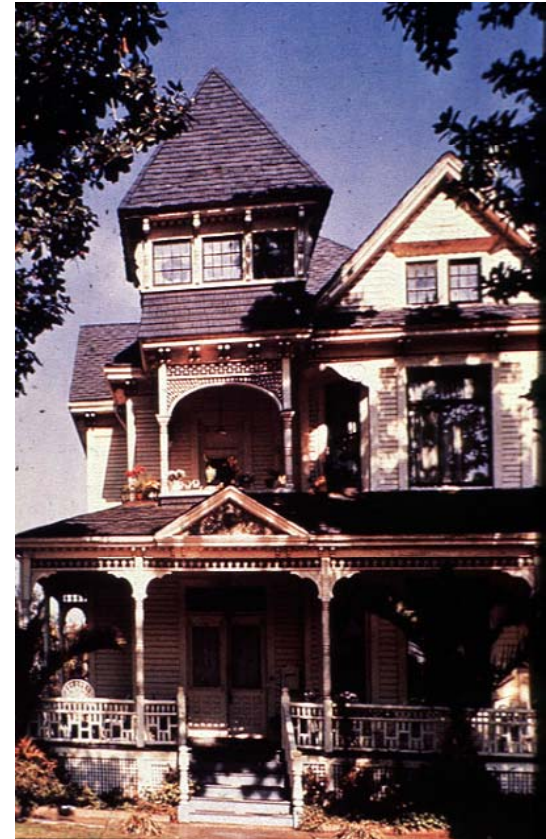
- Current beneficiaries - ~1.7 million older adults in U.S.
- HUD website lists 694 affordable apartment buildings for seniors in California



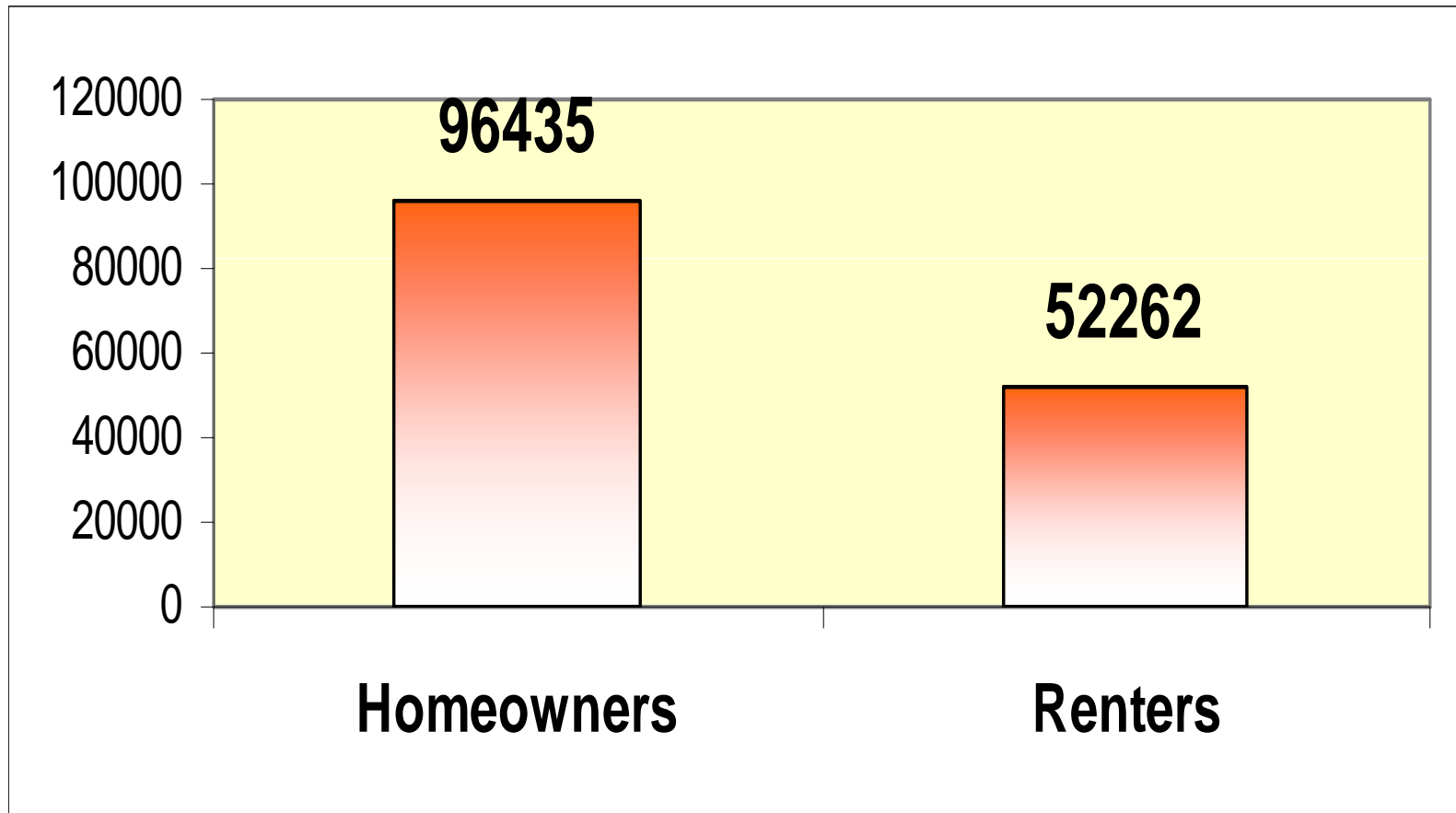
Source: Aging Services, based on HUD and CDLAC data

The Need for Adequate Housing

- The overwhelming proportion of older adults prefer to age in place
- Older adults tend to live in older homes
- Dilapidated housing in need of repair (e.g., plumbing and heating)



Number of California Elderly Homeowners and Renters with Inadequate Housing



Extrapolation of American Housing Survey Data. Numbers represent **3.6%** of homeowners and **5.7%** of renters

The Need for Accessible Housing

Home Modifications, Visitability, Universal Design

- The home is the long-term care delivery site of the future
- More than 14 million community dwelling elders have at least one disability
- About 38% of the Section 202 population is disabled enough to be considered at-risk for institutionalization

1. Home Modification

- Over **one-half million** older Californians have functional limitations
- **Almost half or 219,000** older persons express an unmet need for home modifications
 - Ramps and stair glides
 - Handheld showers
 - Grab bars
 - Roll-in showers
 - Better lighting
 - Chair lifts
 - Widen hallways



Source: U.S. Census 2000

2. Visitability

- A set of key features that facilitates basic access into and within the home for older adults and persons with disabilities
- Three key features:
 - Zero step entrance
 - Wider doorways
 - First floor bathroom



3. Universal Design

- Adaptable housing and neighborhoods designed to be useable by all persons to the greatest extent possible
- Different from visitability because it applies to entire home

The Need for Appropriate Housing

- Senior housing disconnected from support services
- Older Californians should not have to move to receive services
- There are gaps in the continuum of housing

Integration of Housing and Services

- Assists older persons to age in place as long as possible in own housing and communities
- Responds to needs of growing number of older people for supportive physical environment and services
- Provides a cost effective alternative to board/care nursing home
- Makes best use of existing resources: Economies of scale

Strategies

- Cluster services: Do more with less
- Increase service coordination
- Utilize health/communications technology
- Partner: health, housing, services, transportation
- Utilize residents: Volunteer/service banks
- Develop comprehensive programs tied or co-located with housing (e.g., day care, PACE)
- NORCs (Naturally Occurring Retirement Communities)
- Villages



• Medical devices for resident to monitor vital signs



Build Better Housing and Communities

- Follow principles of universal design
- Use housing as the hub for delivering community services
- Create livable communities that promote a range of housing options, social engagement, physical activity, and integrated services



DeVries Place, Milpitas, CA

Images from www.builderonline.com



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Innovative Strategies to Support Elders to Age in Community

Candace Baldwin, M.S.

Senior Policy Advisor

NCB Capital Impact

Connecting Long Term Supports Policy with Real World Practices

- NCB Capital Impact empowers communities through:
 - Innovative community lending
 - Expert technical assistance
 - Effective policy development
- Center for Long Term Supports Innovation
 - CLTSI team provides innovative, expert technical assistance to community-based organizations working in underserved and moderate- and low-income communities
 - Mission to help older Americans and people with disabilities to conduct their lives with maximum independence, dignity, and connection to their communities
 - Develops models to foster community ownership and meets consumer preference to maintain independence

Nationally, Consumer Housing Preference Is to Remain in the Community

- Aging within the community is preferred to institutionalization
- Programs must fit needs and preferences to the individual
- Components to aging in place:
 - Health care
 - Socialization
 - Mobility
 - Nutrition
- Create multiple housing and services choices in a community
- Models should be the least restrictive and non-institutional

Planning for where and when people receive aging in place supports is important

Aging in Community Strategies Link Community Features with Services

Element	Features
Basic Needs -- Safe, Accessible, and Affordable	<ul style="list-style-type: none">■ Accessible and affordable housing and community areas■ Provides information about services■ Fosters safety
Community Engagement	<ul style="list-style-type: none">■ Fosters meaningful connections■ Promotes active community engagement■ Opportunities for paid or volunteer work
Health and Well Being	<ul style="list-style-type: none">■ Facilitates access to medical and social services■ Promotes health behaviors■ Supports community activities that enhance well being
Independence and Autonomy	<ul style="list-style-type: none">■ Mobilizes in-home supports and services■ Coordinates or offers transportation■ Supports family and other caregivers

Common Guiding Principles Found in Each Community Model

- Supports elders to remain connected to community and live as independently as possible
- Expands affordable housing and transportation options
- Promotes civic engagement, volunteerism, and encore career development
- Encourages expansion of geriatric care expertise
- Maximizes community assets (e.g., strategic private partners, existing programs) to support comprehensive aging strategy

Types of Community Approaches to Aging

- ***Senior Co-Housing/Cooperative Housing***
 - Includes cooperatively owned housing managed by its members. Creates individual housing units around central building to facilitate community and promote neighbor helping neighbor approach.
- ***Local Community/Systems Change Initiatives***
 - Coordinated through single agency or organization, “coalition-like” or stand alone non-profit organizations, partnerships developed to facilitate access and delivery of long term supports for elders.
- ***Naturally Occurring Retirement Community (NORC) Programs***
 - Delivered in an unplanned community, NORC programs coordinate a broad range of social and health care services to support the senior residents.
- ***Villages***
 - Delivered in neighborhoods and unplanned communities, Villages are self-governed, member-driven organizations that coordinate a broad range of social and health care services to support the senior residents.

Villages Are a Movement for Elder Independence, Dignity, and Connection to Community

Village Is

- **Consumer developed and operated**
- **A one-stop shop for coordinating a variety of services and supports**
- **A network of community members working together**
- **Focused on the whole person**
- **An integrated variety of resources and assistance**

Village Is NOT

- **A provider model**
- **Licensed**
- **A physical place such as a senior center or a NORC**
- **A care-giving model**
- **A new silo**
- **Replicating anything**

Village Principles

Promote Community

- Grassroots, consumer-driven membership organization developed by and for older adults
- Self-governing organization; 50% of board members are Village members
- Comprehensive, holistic quality-of-life approach to member needs
- Broker services to provide information and connect members to community services; create partnerships with providers
- Promote volunteerism for seniors within the Village and civic engagement in other parts of the community
- Promote intergenerational activities, services, and supports

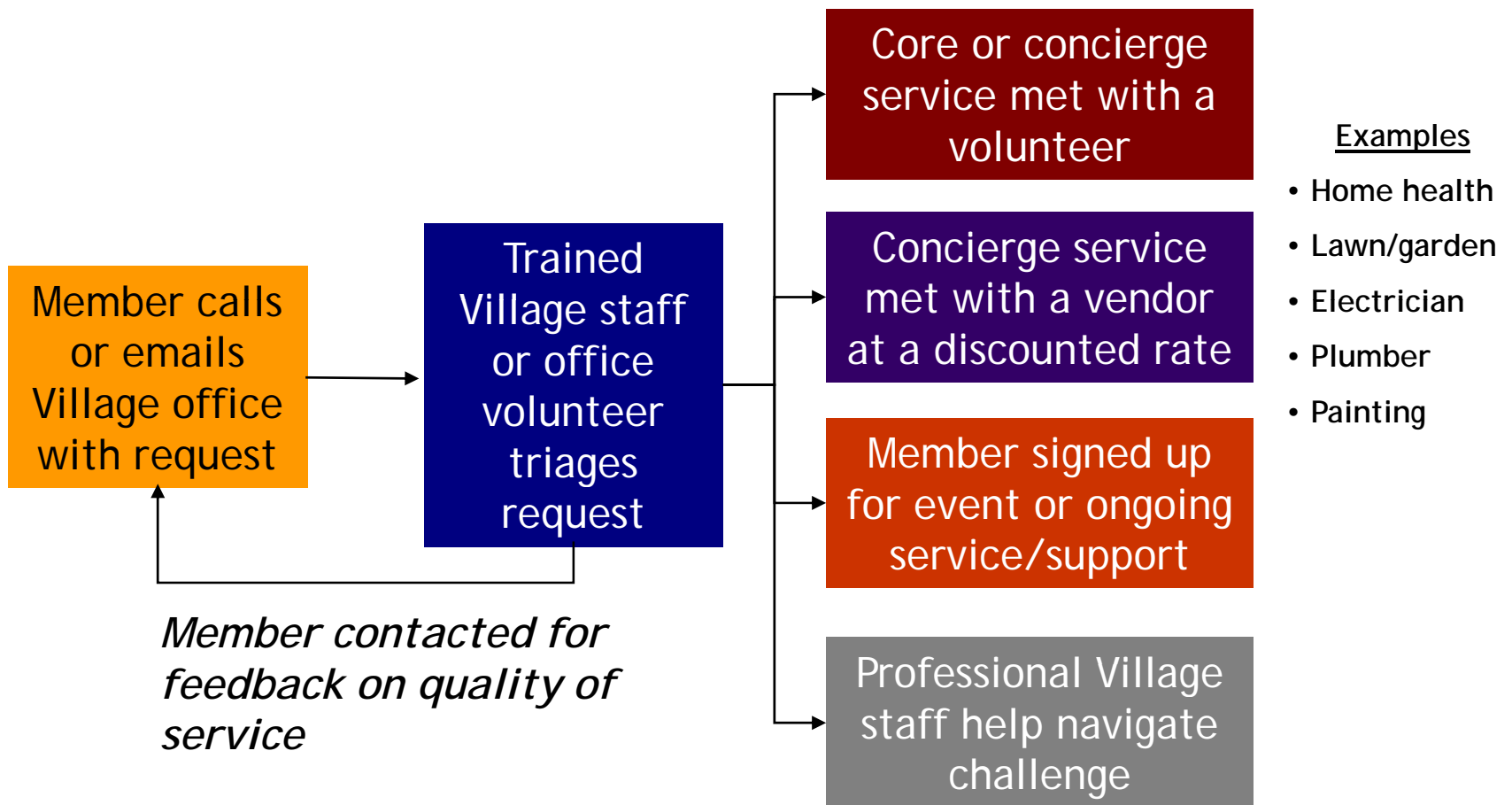
Villages Foster a Stronger Sense of Community

- Governance/Civic Engagement
 - Non Profit, 501(c) 3 organizations
 - Membership governs through Board of Directors
- Funding
 - Funded through membership fees and fundraising
- Supports and services
 - Provide one stop, one call for community members
 - Facilitate connection to existing community services
- Currently targeted to moderate income but includes low-income
 - Membership Plus model allows for Medicaid eligible individuals to participate

Because They Are Consumer-Driven Organizations, Village Services Are Flexible

- Core Services
 - Transportation
 - Grocery shopping
 - Professional staff services including supports coordination
- Concierge Services
 - Coordinated by Village staff
 - Vetted, background-checked vendors
 - Discount on service included in membership or negotiated on a request-by-request basis

Village Response to Member Requests





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Santa Monica Village

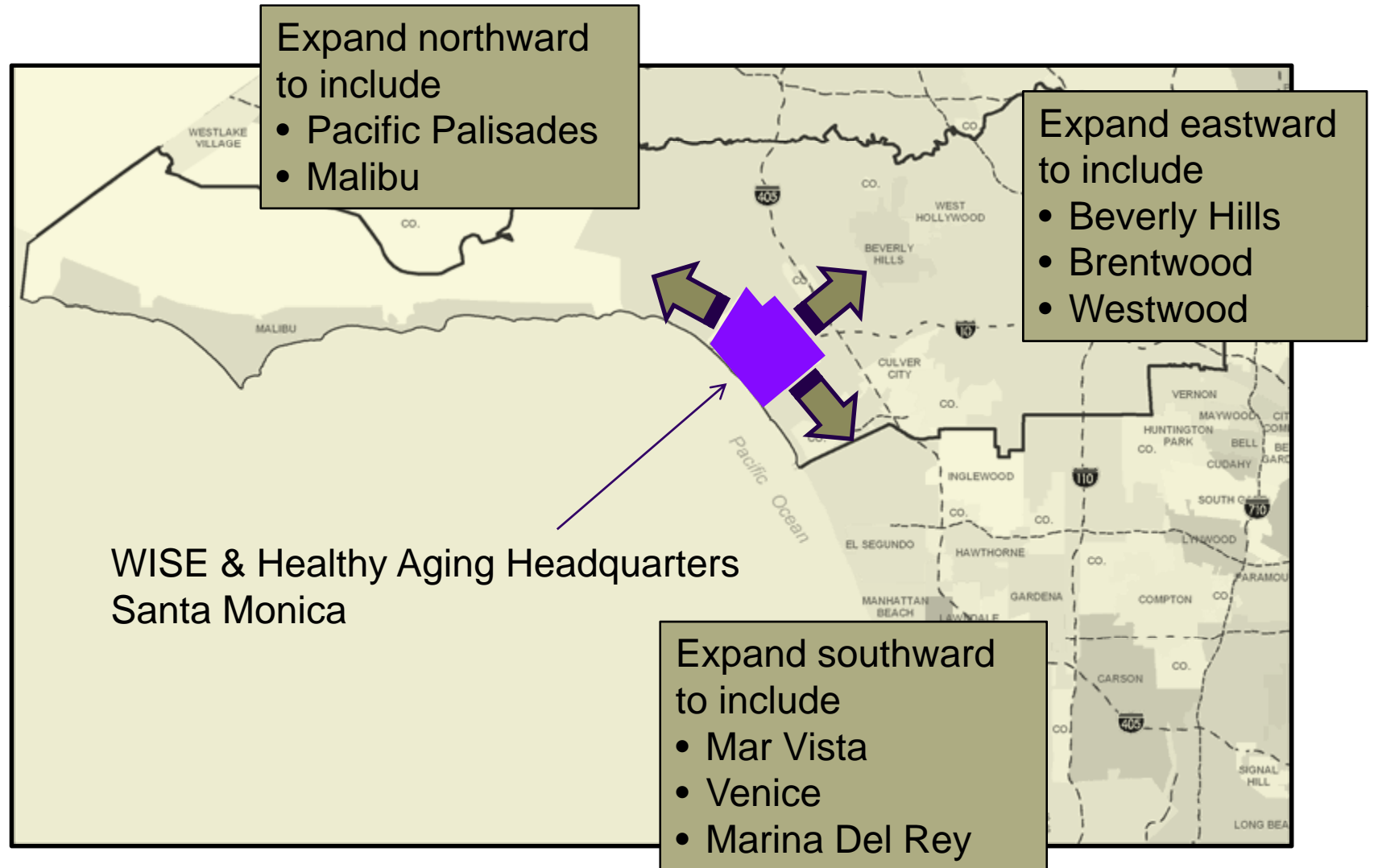
Los Angeles Westside Village Network

Grace Cheng Braun, M.S.P.H.

President & CEO

WISE & Healthy Aging

Map of Santa Monica Village Service Area



Demographics of Santa Monica Seniors

SENIORS (65+):

- 14.5% or ~13,000
- 42% at least one disability
- 49% of households below 80% of LA County median
- 57% of senior households = renters; most low-income seniors rent
- 21% of Santa Monica's single householders are 65+



Demographics of Santa Monica Boomers



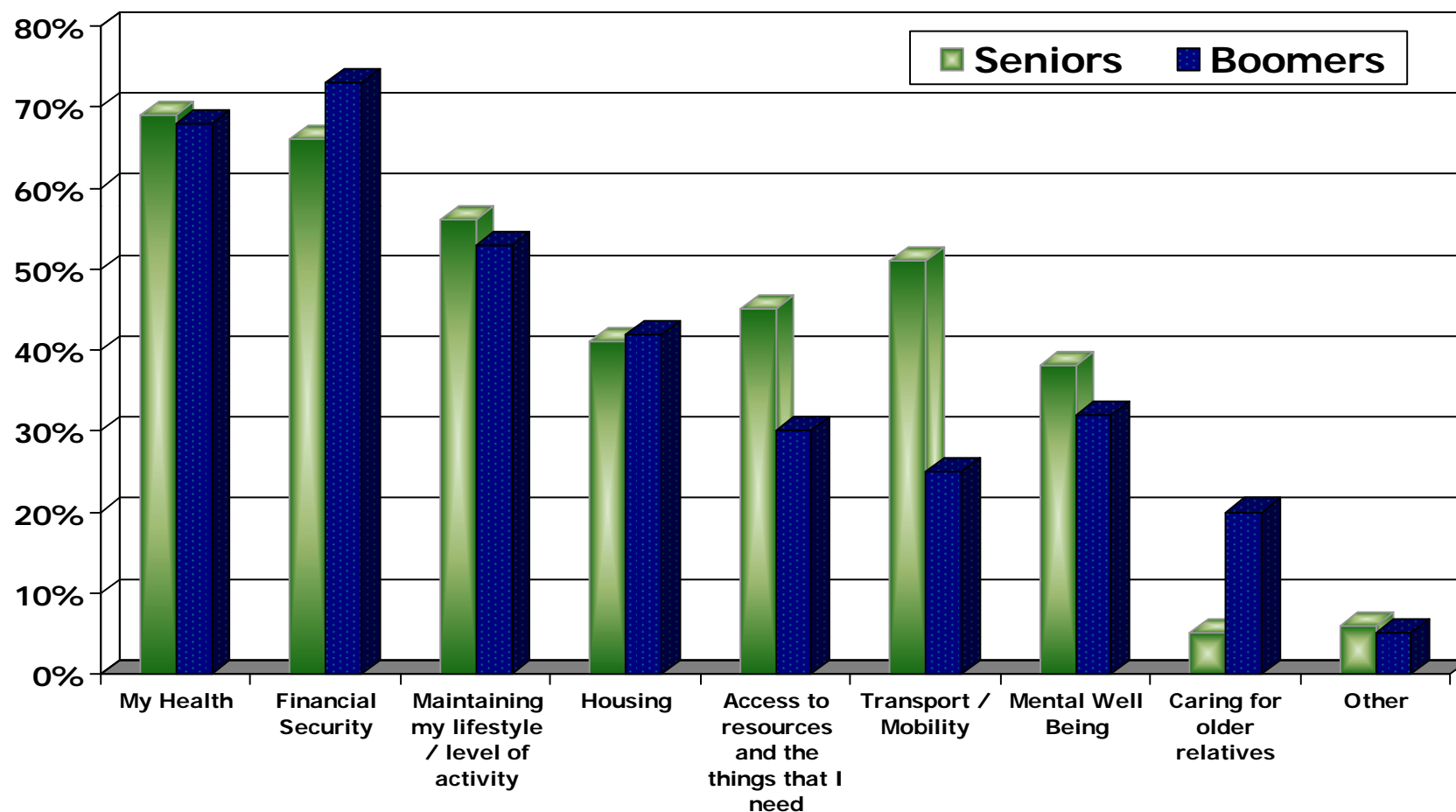
BOOMERS (45 to 64):

- 30% or ~27,500
- Highly educated -- 85% at least some college
- Plan to remain in Santa Monica when retired

SANTA MONICA MARKET POTENTIAL:

Seniors and Boomers comprise ~45% of the population of the City of Santa Monica, or ~40,000 people

Snapshot of Santa Monica Seniors & Boomers *Concerns About the Future*



Proposed Services

Based on Perceived Needs

TRANSPORTATION

- Rides for grocery shopping
- Rides to and from doctor's office or medical procedures
- Rides for errands – post office, library, etc.

HEALTH SERVICES

- Referrals nursing/home care agencies
- Walking groups and exercise classes
- Discounts fitness clubs, trainers, classes
- Health coaching – answer questions, offer education and counseling

MEALS & GROCERIES

- Weekly transportation to grocery stores
- Meal delivery for homebound
- Meal preparation (extra charge)

SOCIAL & CULTURAL

- Visits to museums, theatre, and concerts
- Restaurant outings and potlucks
- Special interest groups (travel, singles)
- Continued education at local university
- “Senior Centers”

HOUSEHOLD SERVICES

- Simple repairs, adaptation, and cleaning
- Daily check-ins and friendly visits
- Temporary pet, mail, flower care
- Computer assistance
- Bill paying and financial organization

INFORMATION & REFERRAL

- One call for all resources
- Pre-screened/discount service providers
- Discounts for home care, gym memberships, physical activity classes, educational classes/seminars

WISE & Healthy Aging

For more than 40 years, WISE & Healthy Aging has provided programs, services, information, and support for seniors, caregivers, and professionals in the aging field as a nonprofit social services agency.

- **Mission:** WISE & Healthy Aging enhances the independence, dignity, and quality of life of older adults through leadership, advocacy, and innovative services
- **Presence:** Six locations throughout Los Angeles County (Santa Monica [2], Reseda, Downtown LA, Lakewood, and Pasadena)
- **Size:** 60 full-time and part-time employees
- **Operating Budget:** \$4.4 million

WISE & Healthy Aging *Services Provided*

- Case management program
- Adult day service center
- Long-term care ombudsman program
- Elder abuse prevention program
- Transportation and mobility
- Senior fraud prevention call center
- Personal money management
- Friendly visitor program
- Mental health services / peer counseling
- Tax aide preparation service
- Medicare insurance counseling
- Reverse mortgage counseling

WISE & Healthy Aging *Westside Village Network*

**WISE & Healthy Aging:
Administrative Arm**

**Participating Area Villages:
Operating Arm**

Each Village operates with its own
“Governing Council” (with at least one
member on the WISE & Healthy Aging
Board of Directors)

Synergies: greater leverage and enhanced services

WISE & Healthy Aging *Collaboration with the City of Santa Monica*

- City of Santa Monica Human Services Division funding for community needs assessment
- Potential of City of Santa Monica subsidizing membership for low-income seniors as a cost effective way to support aging in place





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The Village Model in Action

Leane Marchese
Executive Director
ElderHelp

ElderHelp Concierge Club Is 136 Members Strong

- Members receive nearly 150 hours of services a year
- HomeShare members receive live-in help and support
- Volunteer caregivers commit to one year of service and a minimum of 6 hours of service a month

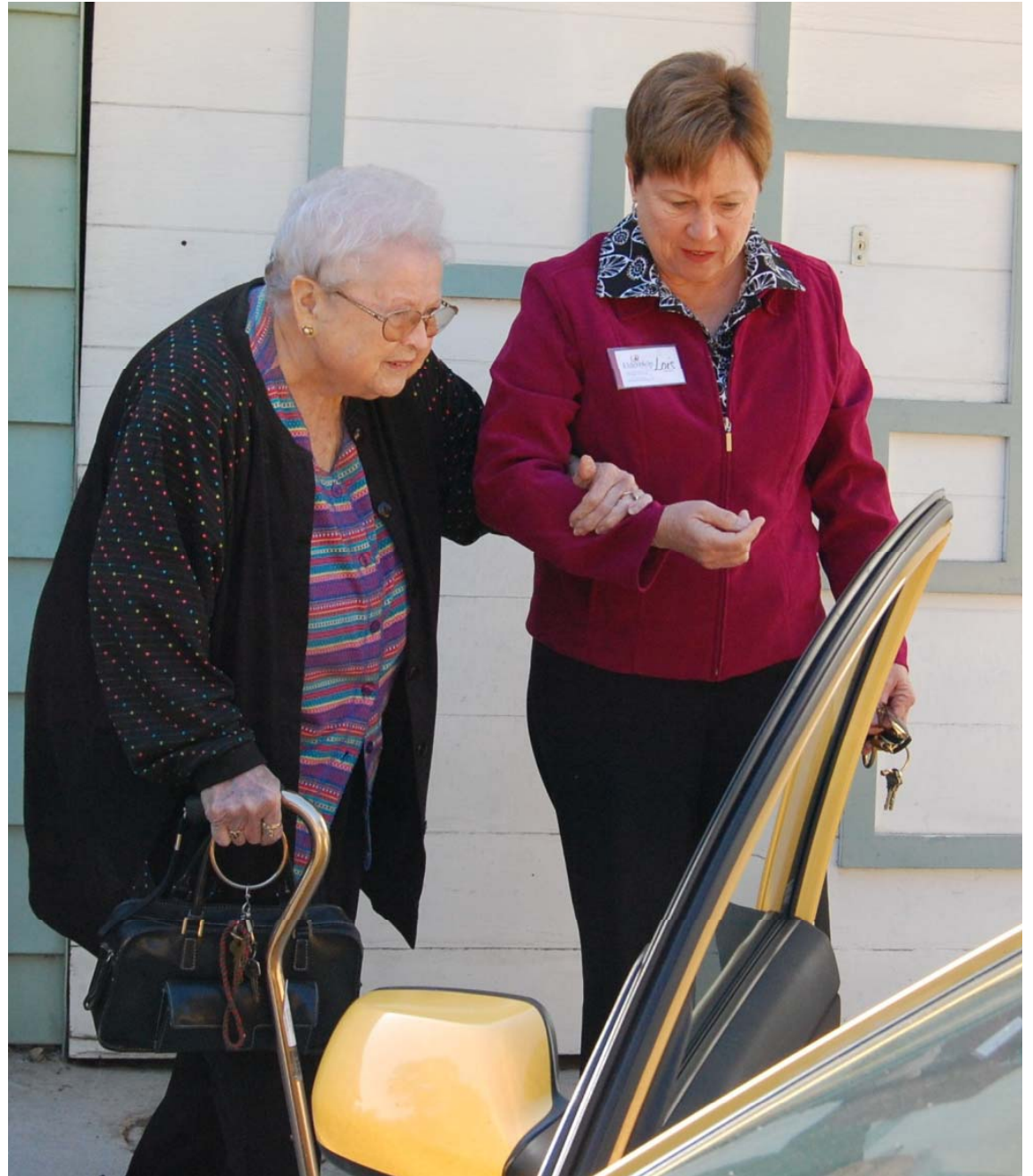
ELDERHELP CONCIERGE CLUB SERVICES

Assessment	Personal phone and in-home assessments to determine your needs
Personal Care Manager	Your personal Care Manager provides you with coordination of services, referrals, and ongoing support
Trusted Referrals	Trusted referrals offered to safe and experienced service providers to help you in your home
Phone Check-up	Receive a daily phone call to ensure that you are okay
SERVICE CHOICES	
Grocery Delivery	Your list of groceries will be delivered to your home and stored away for you up to two times per month
Friendly Visitor	A friendly visitor provides you with companionship and conversation up to two times per month
Pet Pals	Receive help caring for your pet up to two times per month
Financial Advocate	Receive assistance administering your finances such as check writing and budgeting up to two times per month
Transportation	Escorted transportation provided within a 15-mile radius of your home up to two times per month
Light Housekeeping	Basic housekeeping services up to two times per month
Home & Garden	Helpers assist you with minor home repairs and maintenance, safety checks, and gardening up to two times per month

Mary and Lois

Concierge Club
Member and Volunteer

Since 2008

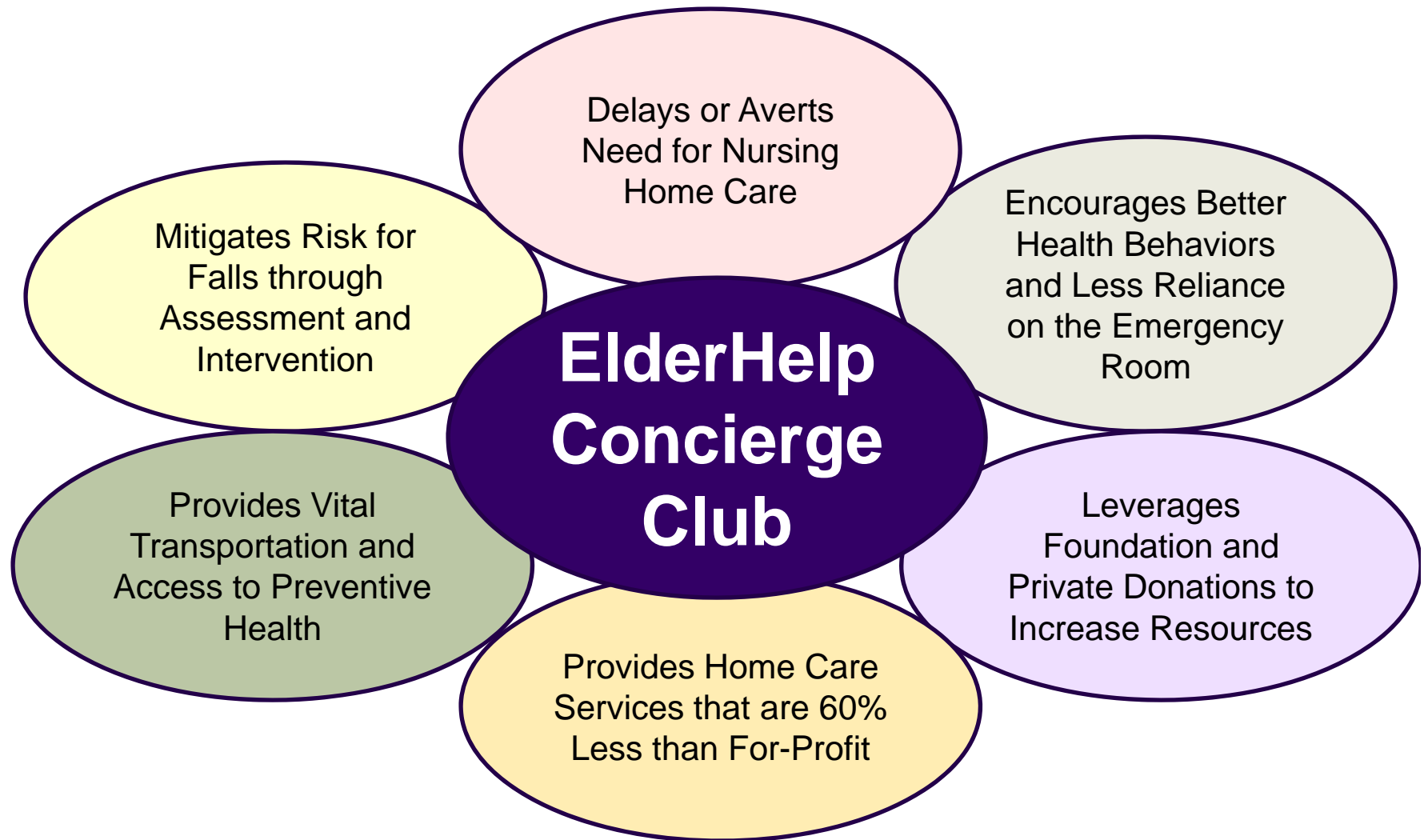


Concierge Club Pricing

Tier	Elder Index Income Levels	Subsidy	Up to 4 Services	Up to 8 Services
5	<\$16,000 owner <\$23,000 renter	100%	\$0	\$0
4	\$16,000-\$24,999 owner \$23,000-\$31,999 renter	75%	\$50	\$80
3	\$25,000-\$49,999 owner \$32,000-\$49,999 renter	50%	\$100	\$160
2	\$50-\$74,999	0	\$200	\$320
1	\$75,000+	-25%	\$250	\$400

Based on the Elder Economic Standard Index

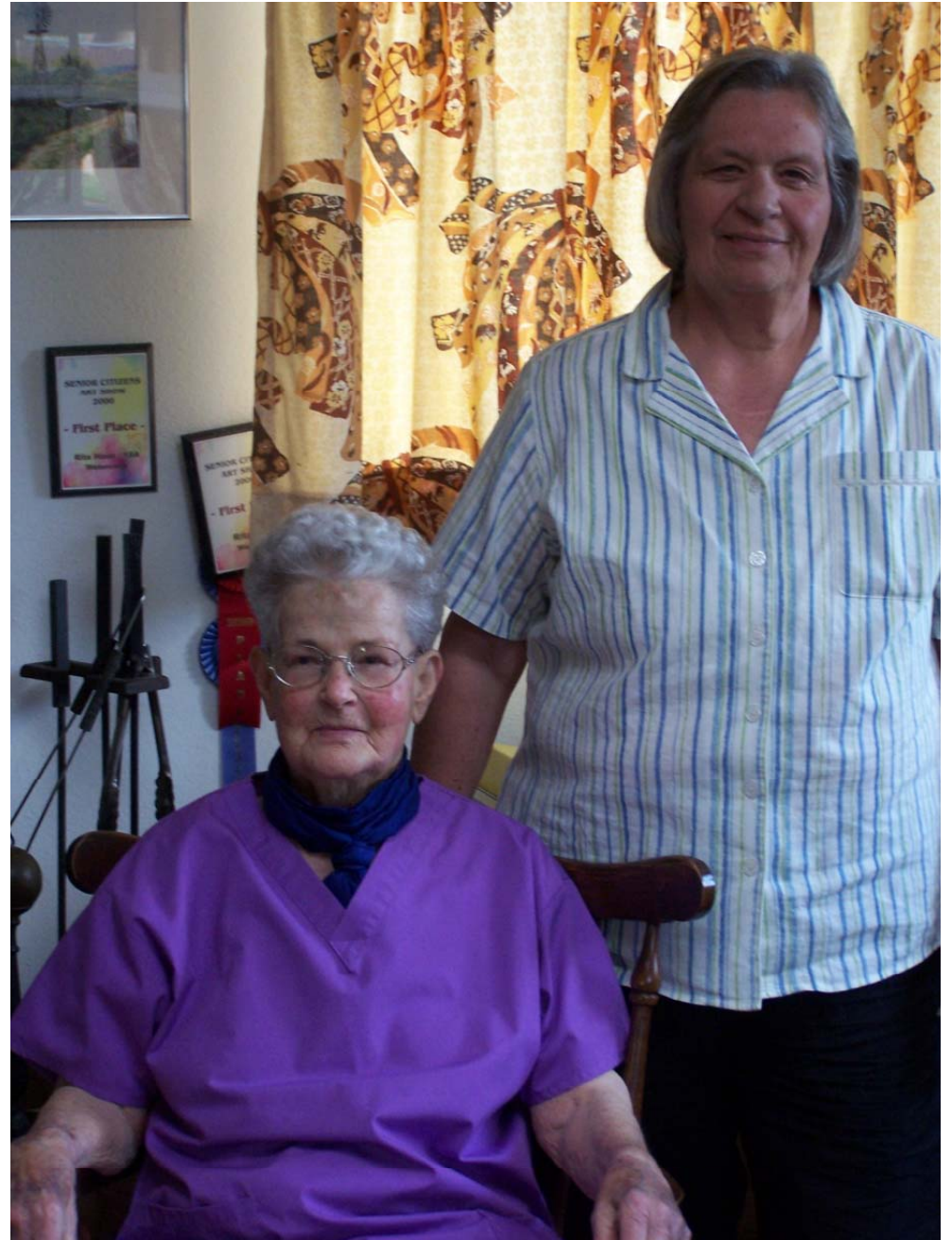
Pursuing Strong Outcomes



Rose and Jamie

Concierge Club
Member and Volunteer

2004 - 2008



Policy Applications for the Village Model

- Nursing home diversion program
- Cash and counseling programs
- Home based chronic disease management
- Home and community based waiver programs
- Resident opportunities and self sufficiency programs
- Encouraging volunteer caregivers via tax credits

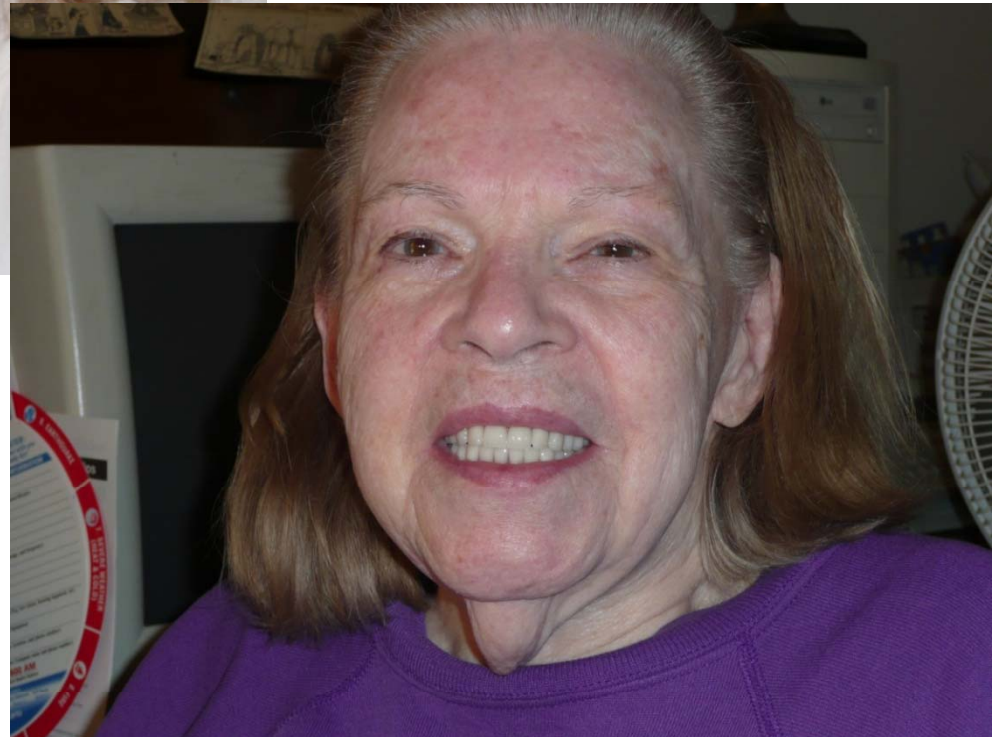
It Takes A Village



Mary Jane – Before



Mary Jane – Today



Concierge Club Member

Since 2008