

# Aging-in-Place: The “Village” Concept

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# Center for the Advanced Study of Aging Services



## **Mission:**

- Improving services for the elderly through research, collaboration and education

## **Examples of aging-in-place projects:**

- California Villages Project
- ElderHelp Concierge Club
- Motion Picture and TV Fund Aging Initiative
- Contra Costa for Every Generation
- Creating Aging-Friendly Communities
- Strategic Plan for an Aging California

# What Do Aging Boomers Want?

- Remain in their own homes or neighborhoods
- See friends, social networks
- Get to shopping, health care
- Be safe
- Be healthy
- Be involved in the community

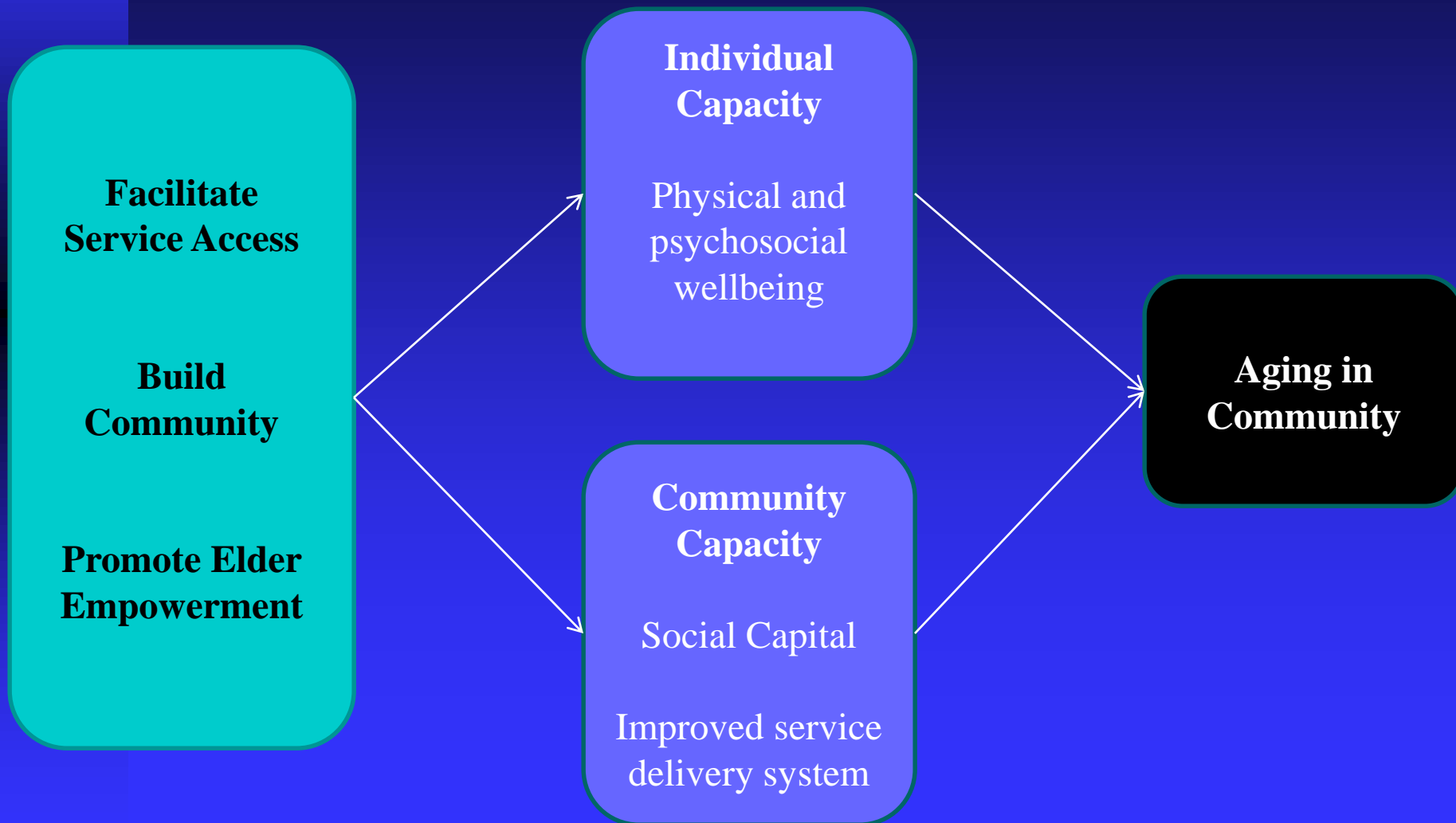
*Maturing of America Survey, Part 2.*

(National Association of Area Agencies on Aging)

	<b>Aging in Place</b>	<b>Aging in Community</b>
<b>Underlying motivation:</b>	Reactive	Proactive
<b>Goals:</b>	Avoid institutionalization	Foster interdependence
<b>Responsibility:</b>	Individual	Communal
<b>View of Aging:</b>	Avoidance	Opportunity
<b>Service delivery:</b>	Unidirectional	Reciprocal
<b>Elder Role:</b>	Care recipient	Participant

(Based on work by Janice Blanchard, Janet Stambolian and William Thomas, MD)

# Aging in Community – Logic Model



# The “Village” Concept

# Neighbors Helping Neighbors

Salt Lake City, UT



# Senior Membership Associations



Beacon Hill Village  
Boston, MA



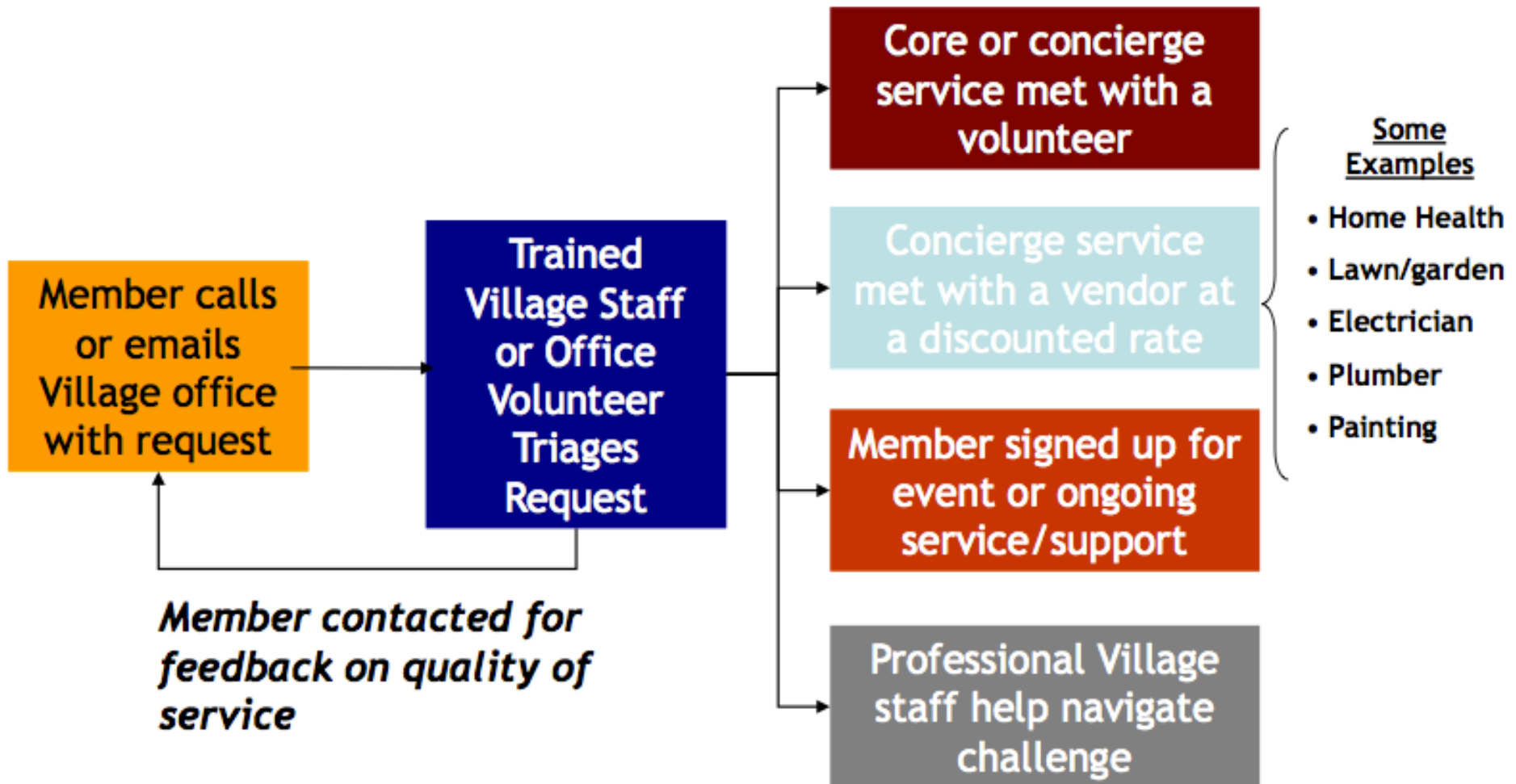


# “Village” Model

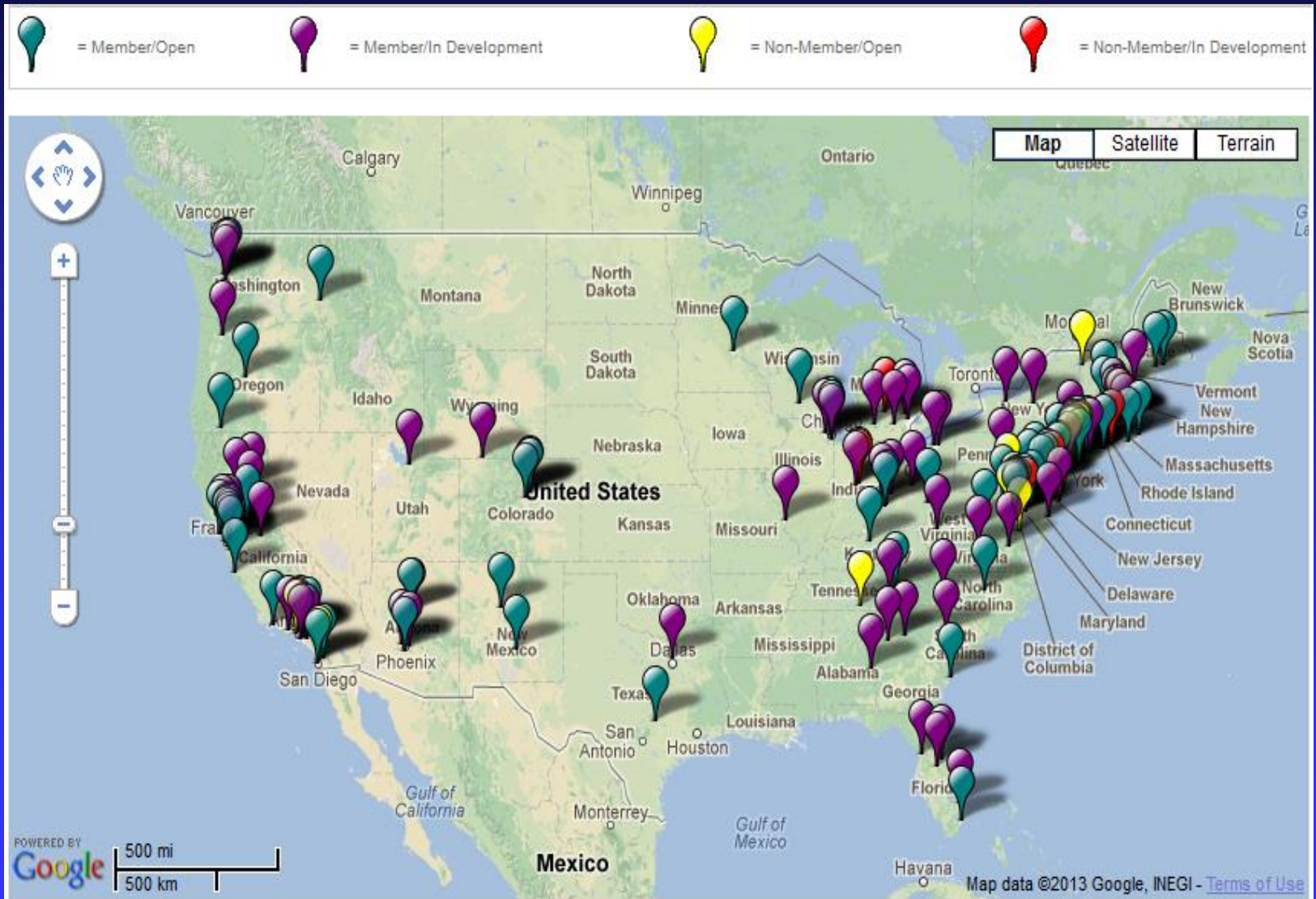
- “Villages are self-governing, grassroots, community-based organizations, developed with the sole purpose of enabling people to remain in their own homes and communities as they age.”

[from Village-to-Village Network website]

# How A Village Works



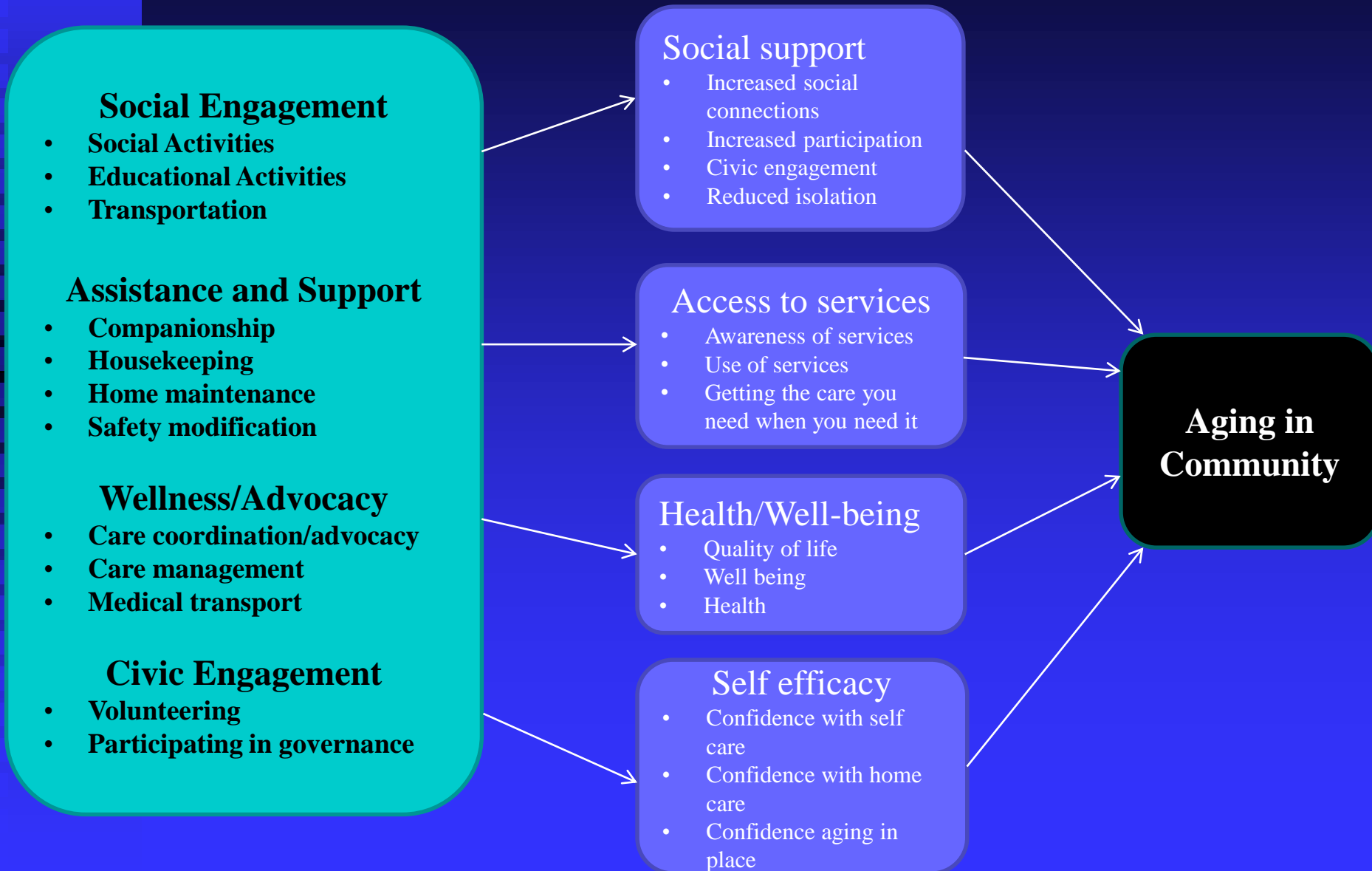
# Villages in the US – Current and Future



# UC Berkeley Villages Project

- Evaluation of individual Villages
  - Service use
  - Member satisfaction
  - Member outcomes
  - Cost-effectiveness
- National surveys of Village organizations
  - ◆ Factors associated with sustainability and effectiveness
- Longitudinal studies of Village members
  - ◆ Impact of Village programs

# Village Impact Pathways



# 2012 National Village Survey\*

- Data from 69 of 80 operational Villages (RR=87%)
- Average organizational age = 3.1 years
- 77.5% freestanding
- 31% urban, 31% suburban, 17% rural, 21% mixed

\* A collaboration of researchers from Rutgers University, University of California-Berkeley, University of Michigan, and University of Maryland, with support from the Silberman Foundation

# Village membership

- Median = 96 members (range 13-550)
- Individual membership cost
  - ◆ Average= \$428.51/yr (range \$25 - \$948)
- Household membership cost
  - ◆ Average= \$572.93/yr (range \$50 - \$1,285)

# Village members vs. US population 65+

	Village Members	US population 65+
Gender	<b>69% Female</b> 31% Male	59% Female 41% Male
Living Arrangements	<b>51% Alone</b> 49% With others	31% Alone 69% With others
Race & Ethnicity	<b>94% White</b> 2% African American 2% Hispanic 1% Asian/Pacific	83% White 8% African American 6% Hispanic 3% Asian/Pacific
Economic Status	12% "Impoverished" 12% "Insecure"	<b>16% &lt; SPM*</b> <b>33% 100%-199% SPM*</b>

\* SPM = Supplemental Poverty Measure  
(U.S. Census Bureau, 2011; Short, 2011)



# Funding

- Total Yearly Budget
  - ◆ Median yearly budget = \$82,643
  - ◆ Minimum = \$1,000 Max = \$674,000
  - ◆ Average of \$1036.23 per member
- Funding Sources
  - ◆ 50% membership dues/fees
  - ◆ 24% donations
  - ◆ 12% foundation or corporate grants
  - ◆ 12% non-profit organization contributions
  - ◆ 2% government grants

# Services used most often

Service	Provided by member volunteers	Provided by Village staff	Referred to outside providers
Transportation	83%	46%	54%
Recreation/Socializing	70%	51%	31%
Companionship	69%	28%	4%
Grocery Shopping	59%	21%	14%
Reassurance calls	49%	42%	9%
Healthcare advocacy	24%	25%	7%

# Member to Member engagement

- 41% talk to other Village members at least weekly
- 21% see other Village members at least weekly
  - ◆ 49% at least monthly
- 44% of members provide volunteer services
  - ◆ 29% assist other Village members
  - ◆ 17% serve on planning or governance boards
  - ◆ 9% do administrative work
  - ◆ 7% help with marketing or outreach

# Health and Social Impacts

	Percent
<b>Health &amp; Well-Being</b>	
Better Quality of life	53%
Happier	45%
Healthier	33%
<b>Social Functioning</b>	
Know more people	81%
Talk to more people	63%
Feel more connected	62%
Participate more	53%
Leave home more	40%
Less lonely	39%

# Service Access and Aging in Place

	Percent
<b>Service Access</b>	
More able to get help	81%
Know more about services	76%
Use services more	41%
More able to get medical care	28%
<b>Age in Place</b>	
More able to stay in home	75%
Taking care of home easier	26%
Taking care of self easier	25%

# Community Impacts

- 38% of Villages work on making their community more aging-friendly
  - ◆ 22% are engaged in political advocacy
  - ◆ 10% work on improvements in the built environment
  - ◆ 6% sponsor public educational events

# Villages – Promoting Aging-in-Place

- Improving Service Access
  - ◆ Meeting needs
  - ◆ Improving ability to access needed services
  - ◆ Reducing cost of services
- Building Community
  - ◆ Social engagement
  - ◆ Social support
- Promoting Elder Empowerment
  - ◆ Participation in meaningful roles

# Housing-Integrated Program Models

- Motion Picture Television Fund
- Eskaton
- Navigage



# Motion Picture & Television Fund



## Residential Care

Independent Living

Assisted Living

Memory Care

Skilled Nursing Care

## Community Programs

Health Centers

Geriatric Assessment

Case Management

Home Modifications

Community Councils



# Eskaton

- Residential Care
  - ◆ Continuing Care Community (CCRC)
  - ◆ Memory Care, Pre-memory Care
- Community-Based Programs
  - ◆ Eskaton Village: “Live Well at Home”
  - ◆ Home Care and Adult Day care
  - ◆ Transportation Service
- “Smart Home” Design

# Navigage

- CCRC
  - ◆ Marguerite Gardens
- Virtual community (“SherpaLife”)
  - ◆ Concierge
  - ◆ Activities
  - ◆ Products
  - ◆ Life planning

The best way to predict the future  
is to invent it.

Peter Drucker

THANK YOU!

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