Senior Access Points
Connecting Older Adults to Community Resources to Support Aging Well

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Project Background

• Older adults and their family members do not know where to turn when a crisis arises:
  • What barriers exist?

• Most people do not plan ahead for aging.
  • What behaviors drive resource seeking?

• Many aging-related community services are available but residents need help finding them.
  • What can we learn from testing local interventions?
Continuum of Community Engagement

- None
- A Lot
- Top down
- Consultation
- Collaboration
- Community led

(Adapted from Winer and Ray 2000)
Community Survey

January – June 2017  
N= 271 residents

<table>
<thead>
<tr>
<th>Top Reasons for Seeking Resources</th>
<th>%</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Declining Health Issues</td>
<td>39%</td>
<td>69</td>
</tr>
<tr>
<td>#2 Caregiver Resources &amp; Supports</td>
<td>37%</td>
<td>65</td>
</tr>
<tr>
<td>#3 Home Care Services</td>
<td>32%</td>
<td>56</td>
</tr>
<tr>
<td>#4 Forgetfulness / Dementia</td>
<td>31%</td>
<td>55</td>
</tr>
<tr>
<td>#5 Housing</td>
<td>28%</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Places People Looked</th>
<th>%</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Office on Aging</td>
<td>47%</td>
<td>77</td>
</tr>
<tr>
<td>#2 Doctor’s Office</td>
<td>31%</td>
<td>50</td>
</tr>
<tr>
<td>#3 Online Search</td>
<td>31%</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Where People Think They Would Look</th>
<th>%</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Office on Aging</td>
<td>62%</td>
<td>141</td>
</tr>
<tr>
<td>#2 Online Search</td>
<td>56%</td>
<td>127</td>
</tr>
<tr>
<td>#3 Senior Center or Club</td>
<td>38%</td>
<td>86</td>
</tr>
</tbody>
</table>
Community Expert Input: Barriers to Resource Access

- **Personal Factors**
  - Not knowing/admitting there is a need
  - Not wanting to lose independence
  - Not being aware that there are resources
  - Not familiar with technology
  - Lack of planning ahead

- **Family Factors**
  - Family out of town, unavailable, unfamiliar with local resources

- **System Factors**
  - System is confusing, overwhelming
  - Language/cultural barriers
Senior Access Points Website

Resource Categories
- Health & Medical
- Home Care & Services
- Dementia & Memory
- Legal & Financial
- Housing
- Depression & Loneliness
- Care for the Caregiver
- LC Office on Aging
- Transportation

www.larimerseniors.org
Senior Access Points Outreach

Between Jan. 2018 – Sep. 2019:

✓ 19,384 SAP cards & magnets distributed
✓ 66 presentations given
✓ to 1,436 attendees
✓ 58 medical outpatient sites equipped to provide outreach materials
✓ 26 Ambassador Volunteers trained
✓ 312 New website visitors per month
✓ 213 New calls to the Office on Aging
How Did All of This Happen?
Continuum of Community Engagement

- Identifying a need
- Building a coalition
- Developing a brand and website
- Delivering outreach
- Educating the community

(Adapted from Winer and Ray 2000)
Momentum through Seed Money

2017 Initial Internal Mini-Grant
$5,000

2018 HDFS/CSU Extension Grant
$2,300
AARP funding
$2,500

2019-2020 NextFifty Initiative Grant (2-years)
$149,000
HDFS/CSU Extension Grant
$4,700
Relying on Volunteer Ambassadors

Hair salons  
Chiropractors  
Eye Centers  
Assisted Living Centers  
Food Bank  
Financial planners  
Book clubs  
Faith communities  
Medical centers  
Independent Living  
Libraries  
Home Health Agencies  
Social workers  
Health clubs  
Chamber of Commerce  
Rotary Clubs  
Pharmacies  
Rehab Centers  
Volunteers of America

Fire Stations  
Pancake Breakfasts  
Lyons Clubs  
Hardware Stores  
Neighborhood Events

Colorado State University Extension
Connections for Students

Serving as Interns, Volunteers, Employees, and Ambassadors

Graduate Students

Undergraduate Students

Larimer County

PAFC

Human Development and Family Studies

Colorado State University Extension
The Big Picture:
Engaging Older Adults as Partners in Community Change

• Acknowledging *older adults as key partners for enacting change* helps communities to thrive

• *Opportunities to participate in meaningful work* are directly connected to well-being and healthy aging

• Societies with an active and engaged older adult population have *lower rates of ageism*
We are Grateful to Our Partners!

Academic
• Colorado State University (CSU) Extension
• CSU Department of Human Development & Family Studies (HDFS)
• Student Assistant & Interns

Community Partners
• Partnership for Age-Friendly Communities of Larimer County (PAFC)
• Larimer County Office on Aging (LCOA)
• Our Volunteer Ambassadors

Funders
• NextFifty Initiative
• AARP Colorado
• Colorado State University Extension/HDFS
Contact Us!

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