Partnering with Senior Centers to Implement Evidence-Based Programs

- **Maureen O’Leary**, National Institute for Senior Centers, National Council on Aging
- **Kathleen Zuke**, Center for Healthy Aging, National Council on Aging
- **Jennifer Fortin**, Spectrum Generations
- **Megan C. McCoy**, Center in the Park

April 20, 2017

National Council on Aging

*Improving the lives of 10 million older adults by 2020*
National Council on Aging

- **National Institute of Senior Centers (NISC)**
  - Supports the nation’s 11,000 senior centers through innovative programming ideas, promising practices, practical tips, and helpful resources for NISC members

- **Center for Healthy Aging**
  - Coordinates two National Resource Centers focused on Chronic Disease Self-Management Education and falls prevention, funded by ACL
  - Provides technical assistance to state and community-based organizations implementing evidence-based programs
Evidence-Based Programs
(not an exhaustive list)

- **Chronic disease self-management and self-management support programs:**
  - Chronic Disease Self-Management Education Programs
  - EnhanceFitness
  - EnhanceWellness
  - Fit and Strong!
  - Healthy IDEAS (Identifying Depression, Empowering Activities for Seniors)
  - HomeMeds
  - Program to Encourage Active, Rewarding Lives for Seniors (PEARLS)

- **Falls prevention programs:**
  - A Matter of Balance
  - Stepping on
  - Tai Ji Quan: Moving for Better Balance
  - Otago Exercise Program
  - Tai Chi for Arthritis

- **List of Highest Tier Evidence-Based Health Promotion/Disease Prevention Programs:** [https://www.ncoa.org/resources/ebpchart/](https://www.ncoa.org/resources/ebpchart/)
Contact us to learn how to AMP up your organization:

amp@ncoa.org
## Integrated EBP delivery systems

### State or regional lead organization

<table>
<thead>
<tr>
<th>Top implementation sites for CDSME (n= 311,034)</th>
<th>Top implementation sites for falls prevention (n= 38,319)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care organizations (24.4%)</td>
<td>Senior centers (25.8%)</td>
</tr>
<tr>
<td>Senior centers (20.8%)</td>
<td>Residential facilities (19.7%)</td>
</tr>
<tr>
<td>Residential facilities (17.5%)</td>
<td>Health care organizations (13.8%)</td>
</tr>
</tbody>
</table>
# How do CDSME participants differ between senior centers and other locations?

<table>
<thead>
<tr>
<th>Participant Characteristics</th>
<th>Senior Centers</th>
<th>All Other Site Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>62.9 (SD=26.1)</td>
<td>55.1 (SD=26.9)</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>56.9%</td>
<td>55.0%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>13.9%</td>
<td>16.9%</td>
</tr>
<tr>
<td>African-American</td>
<td>20.5%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Asian-American</td>
<td>3.7%</td>
<td>3.1%</td>
</tr>
<tr>
<td># of chronic conditions</td>
<td>2.43</td>
<td>2.25</td>
</tr>
<tr>
<td>Limiting condition</td>
<td>42.2%</td>
<td>45.8%</td>
</tr>
<tr>
<td># of sessions attended</td>
<td>4.43</td>
<td>4.24</td>
</tr>
</tbody>
</table>
## Most common CDSME programs in senior centers vs. other implementation sites

<table>
<thead>
<tr>
<th></th>
<th>Senior Centers</th>
<th>Other Implementation Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CDSMP</td>
<td>CDSMP</td>
</tr>
<tr>
<td></td>
<td>44,503 (68.7%)</td>
<td>171,447 (69.6%)</td>
</tr>
<tr>
<td>Diabetes Self-Management</td>
<td>Senior Centers</td>
<td>Other Implementation Sites</td>
</tr>
<tr>
<td>Management Program</td>
<td>14,065 (21.7%)</td>
<td>Diabetes Self-Management Program</td>
</tr>
<tr>
<td></td>
<td>3,085 (4.8%)</td>
<td>40,055 (16.3%)</td>
</tr>
<tr>
<td>Tomando Control de Su</td>
<td>Tomando Control de Su Diabetes</td>
<td>Tomando Control de Su Salud</td>
</tr>
<tr>
<td>Salud</td>
<td>1,111 (1.7%)</td>
<td>24,799 (10.1%)</td>
</tr>
<tr>
<td></td>
<td>HomeMeds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,978 (2%)</td>
<td></td>
</tr>
</tbody>
</table>
How do falls prevention program participants differ between senior centers and others?

<table>
<thead>
<tr>
<th>Participant Characteristics</th>
<th>Senior Centers</th>
<th>All Other Site Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>76.2 (SD=8.8)</td>
<td>76.0 (SD=9.6)</td>
</tr>
<tr>
<td>White</td>
<td>83%</td>
<td>88.4%</td>
</tr>
<tr>
<td>Limiting condition</td>
<td>37.1%</td>
<td>39.6%</td>
</tr>
<tr>
<td>Live alone</td>
<td>46.9%</td>
<td>48.8%</td>
</tr>
</tbody>
</table>
### Most common falls prevention programs in senior centers vs. other implementation sites

<table>
<thead>
<tr>
<th>Senior Centers</th>
<th>Other Implementation Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matter of Balance 7,488 (75.7%)</td>
<td>Matter of Balance 18,159 (63.9%)</td>
</tr>
<tr>
<td>Stepping On 1,233 (12.5%)</td>
<td>Stepping On 4,223 (14.9%)</td>
</tr>
<tr>
<td>Tai Ji Quan 597 (6.0%)</td>
<td>Tai Ji Quan 3,905 (13.7%)</td>
</tr>
<tr>
<td>Tai Chi for Arthritis 579 (5.9%)</td>
<td>Tai Chi for Arthritis 1,587 (5.6%)</td>
</tr>
</tbody>
</table>
NISC Improving Health Survey (2016)

- 199 respondents
- 83% reported offering at least one evidence-based program
- 55% reported offering EBPs for over five years, 30% for 3-4 years

<table>
<thead>
<tr>
<th>Most commonly offered EBPs</th>
<th>%</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronic Disease Self-Management Program</td>
<td>53.3%</td>
<td>64</td>
</tr>
<tr>
<td>A Matter of Balance</td>
<td>50.8%</td>
<td>61</td>
</tr>
<tr>
<td>Diabetes Self-Management Program</td>
<td>35.8%</td>
<td>43</td>
</tr>
<tr>
<td>Arthritis Foundation Exercise Program</td>
<td>32.5%</td>
<td>39</td>
</tr>
<tr>
<td>EnhanceFitness</td>
<td>20%</td>
<td>24</td>
</tr>
<tr>
<td>Walk with Ease</td>
<td>20%</td>
<td>24</td>
</tr>
</tbody>
</table>

NISC Improving Health Survey (2016)

Implementation challenges:

- **34%** reported that they did not have any challenges offering EBPs due to high participant interest
- **18%** indicated that recruitment was the largest challenge to coordinating EBPs
- **22%** indicated that limited funding was a barrier to implementation
- Fewer respondents shared the following challenges: recruiting leaders, low retention, locating space, limited staff, lengthy documentation, maintaining training qualifications, among others.

% of survey respondents partnering with health care organizations (n=56)

- 61% do not have a partnership
- 39% have a partnership

47 partnered with hospitals
9 partnered with insurance providers

Number of survey respondents that have received reimbursement for evidence-based programs (n=19*)

- Bill Medicare: 4
- Bill Medicaid: 6
- Partner with health care organization: 10

*Respondents could choose multiple applicable answers.

Number of respondents that have referral partnerships for various services (n=65*)

*Respondents could choose multiple applicable answers.

Resources

- Find delivery systems in your state
  - NCOA map of organizations funded by ACL to implement EBPs (currently or in the past)
  - Evidence-Based Leadership Council map of licensed programs

- Best Practices Toolkit: Resources from the Field (Over 180 resources!)

- Roadmap to Community-Integrated Health Care: Tools and resources to make stronger linkages with the health care sector

- Stay in touch!
  - E-mail us to join the CDSME or falls prevention listservs (healthyaging@ncoa.org)
  - Sign up for NCOA e-newsletters
Contact us

Maureen O’Leary
NISC Program Manager
571-527-3950
maureen.oleary@ncoa.org

Kathleen Zuke
Program Associate, Center for Healthy Aging
571-527-3955
kathleen.zuke@ncoa.org
Offering Evidence-Based Programming at Senior Community Centers

Jennifer Fortin, Health & Wellness Programs Manager
Spectrum Generations, the Central Maine Area Agency on Aging

April 20, 2017
Who we are

Spectrum Generations is the Central Maine Area Agency on Aging and is a federally-designated Aging and Disability Resource Center with 8 locations.

Mission based

“Promoting life-long learning, health, wellness, nutrition, community engagement, and social well-being of all older and disabled adults.”

Our Evidence-based model vision: a statewide collaborative hub to coordinate all evidence-based programs to improve access, communication, and availability of programs through partner organizations.
Evidenced-Based Programming

- Chronic Disease Self-Management
- Chronic Pain Self-Management
- Diabetes Self-Management
- A Matter of Balance: Managing Concerns About Falls
- Tai Chi for Arthritis
- Enhance® Fitness
Successes over the past 6 months

- **Completion rates**: Increase from 40% to 73%
- **Class sites**: Growth from 12 to 14
- **Master trainer Capacity**: Expanded from 2 to 15
Our Process

Capacity Building

Creating Partnerships

Get Them to Show Up
Capacity Building

• Meet with Organizations in the Community
  • Town offices
  • Banks/Credit Unions
  • YMCA’s
  • Age Friendly Community Committees
  • Local Primary Care Practices
  • AmeriCorps Programs
  • Housing Authorities

• Recruit from your Program Participants
Creating Partnerships

• Introduction to Programs
• Explanation of benefits
  • Residential facilities: Healthier residents, happier residents resulting in less turnover
  • Community Centers: Higher quality of programming and higher variety of activity
• Make them partners in marketing
• Offer Session Zero
Get Them To Show Up

- Visit the participants/residents at the facility
- Begin marketing at least six weeks ahead of the program
- Plan around well attended events
- Offer a snack
- Call participants one week prior to start
- Call participants again ... one day prior to class
- Check in with the program host site
Helpful Hints

• Make sure there is adequate space
• Ask if “Outsiders” are welcome
• Avoid holiday seasons
• Build in make-up dates
• Send a Thank you note to the host site
• Stay involved
FOR MORE INFORMATION:

Jennifer Fortin
Health & Wellness Programs Director
207-620-1657
jfortin@spectrumgenerations.org

www.spectrumgenerations.org
SpectrumGenerations
@SpectrumGen
Evolving into a Wellness Center: EBPs at CIP

Center in the Park
Megan C. McCoy, MSS, MLSP
www.centerintheypark.org
Our Mission

Center in the Park promotes positive aging and fosters community connections for older adults, whose voices are critical instruments in shaping its activities and direction.
About Us:

- Accredited by the National Institute of Senior Centers (NISC) of the National Council on Aging (NCOA) – one of 119 (as of 8/16) of 11,000+ senior centers across the country.

- 6,000 members, @1,000 are card carrying members ~ 1,853 participated in FY16 ~ over 900 served through In Home Support, Energy Assistance and Housing Counseling.

- 413 new members enrolled in FY16 (average of 34/month)@100 congregate meals daily; Breakfast Café – in FY16 – 304 individual participants.

- Just over 70% from NW Philadelphia, with balance residing throughout City & suburbs.
CIP Strategic Areas of Focus – 2017-2020**

- Life-Long Learning and Creative Self-Expression
- Social Services and Housing
- Health Promotion and Evidence-Based Programs
- Advocacy and Long Term Care
- Community Connections
From A to Z – Aging Mastery to Zen...
Sources of Revenue

- Contributions & Grants 16%
- United Way 6%
- Service Contracts 11%
- PCA 62%
- Program Fees 2%
- Memberships 1%
- Other 2%
Evidence-Based Programs
Timeline of EBP Implementation

2004: Harvest Health CDSMP
2007: Healthy Steps for Older Adults
2010: Diabetes Self Management Program
2013: Aging Mastery Program* (*evidence-informed)
2013: Enhance Fitness
2016: Pain Self Management Program
Then & Now: Health Promotion and EBPs @ CIP

THEN: 2003-2004

Exercise/Fitness:
- Yoga, Tai Chi, Line Dancing, Walking, Bowling, Exercise Fitness Center

Health Promotion
- Peer Support Groups: Diabetes, Weight Management, Hearing Loss
- Health Screenings
- Fulani: Men’s Health Project

NOW: 2016-2017

Aging Mastery Program

Evidence-Based Programs:
- Harvest Health Chronic Disease Self-Management Program
- Diabetes Self-Management Program
- Pain Self Management Program
- Healthy Steps for Older Adults
- Enhance Fitness
- Stretch for Life

Exercise/Fitness:
- Fit Possibilities, Line Dancing, Silver Sneakers, Tia Chi, Yoga, Walking in Vernon Park, Zumba
- Fitness Center

Health Promotion:
- Health screenings; Brain Health Workshop; Massage Therapy, Challenge Your Brain Game Day, The Doctor’S in the House,
- Peer Support: Women of Faith and Hope, The Next Chapter
A Framework for AMP and EBPs

Aging Mastery Program

Participants attend 10 modules on topics including physical health, navigating longer life, healthy eating and hydration, sleeping well, medication management, community engagement, medication management, falls prevention, advance planning, and financial fitness.

Participants engage in follow-up activities related to the modules, including participating in various Health Promotion and Evidence-Based Programs.

Participants track progress and earn incentives for reaching benchmarks.

Health Promotion and Evidence Based Programs

Exercise and Fitness
- Silver Sneakers, Zumba, Exercise, Tai Chi, Line Dancing, Yoga, fitness center

Health and Wellness Education
- Nutrition Education, The Doctor in the House, Brain Health Workshop, Challenge Your Brain Game Day, various support groups and health screenings

Evidence-Based Programs:
- Harvest Health Chronic Disease Self Management Program, Diabetes Self Management Program, Enhance Fitness, Pain Self Management, Stretch for Life, Healthy Steps for Older Adults

Collaborative Health Programs/Studies
- Flu and You; SEPA-BEADS, Ask Me-3; Past time-limited projects include: Don’t Get That Bug, Beat the Blues, Hold That Thought
## Recent Program Outcomes (FY2016)

<table>
<thead>
<tr>
<th>My participation helped me to...</th>
<th>A lot</th>
<th>Somewhat</th>
<th>Not at all</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet new people</td>
<td>76%</td>
<td>17%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Know how to make healthy choices</td>
<td>76%</td>
<td>16%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Think differently</td>
<td>78%</td>
<td>18%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Know how to make positive changes</td>
<td>77%</td>
<td>17%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Learn new information</td>
<td>84%</td>
<td>14%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Have more energy</td>
<td>81%</td>
<td>15%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Keys to Sustainability
Sustainability

- EBPs are integrated into CIP programming structure
  - Contracts with AAA
  - Build into grant proposals from community foundations

- Engagement strategy targeting new members

- Thinking about EBPs not as something additional, but a new way to do what senior centers already do.
Capacity: Delivery and Training

- Internal training
  - Peer Leaders
  - Staff; health promotion staff
  - Members
  - Participation in cross-training

- External training
  - Developing master trainers/T-trainers to be able to train others
Recruitment: Naming and Framing

- Enlisting participants to help with naming and framing
- Adapting recruitment materials
- Engaging stakeholders
- Testimonials
Partnerships: Past and Present

- NCOA (AMP; DAMP)
- PA Department of Aging (Healthy Steps)
- Philadelphia Corporation for Aging (CDSMP; DMSP; PSMP)
- State of Delaware (DSMP; CDSMP)
- St. Mary’s Medical Center (CDSMP; DSMP)
- Mazzoni Center (DSMP)
- Health Promotion Council (CDSMP)
- Academic partners (CDSMP; testing new programs such as BTB)
- Community Foundations
- Community Organizations (i.e. other senior centers; senior housing; churches)
Celebrate Your Successes!
Contact Information

Megan C. McCoy, MSS, MLSP
Director of Grant Research and Development
215-848-7722, ext. 227
mmccoy@centerinthepark.org
www.centerinthepark.org
Questions & Answers

Type your question into the chat box on the lower left-hand side of your screen.

For reference, the recording of this webinar will be available shortly on www.ncoa.org/cha.
Senior Centers 2017: Fostering Well-Centered Aging

- **June 13-** Preconference day (tours & training)
- **June 14-16-** Conference
- **Hyatt Lodge at the McDonalds Campus**
  2815 Jorie Blvd.
  Oak Brook, IL 60523
- **Early bird registration ends May 11, register today!** (www.ncoa/nisc)

NISC has partnered with the National Association of Nutrition and Aging Service Providers (NANASP) and the Association of Illinois Senior Centers (AISC) for our 2017 National Senior Center Conference.