

The Boomer's Have Arrived:

A Collaborative Approach Impacting the Health,
Well-being and Attitude of Older Rural Adults



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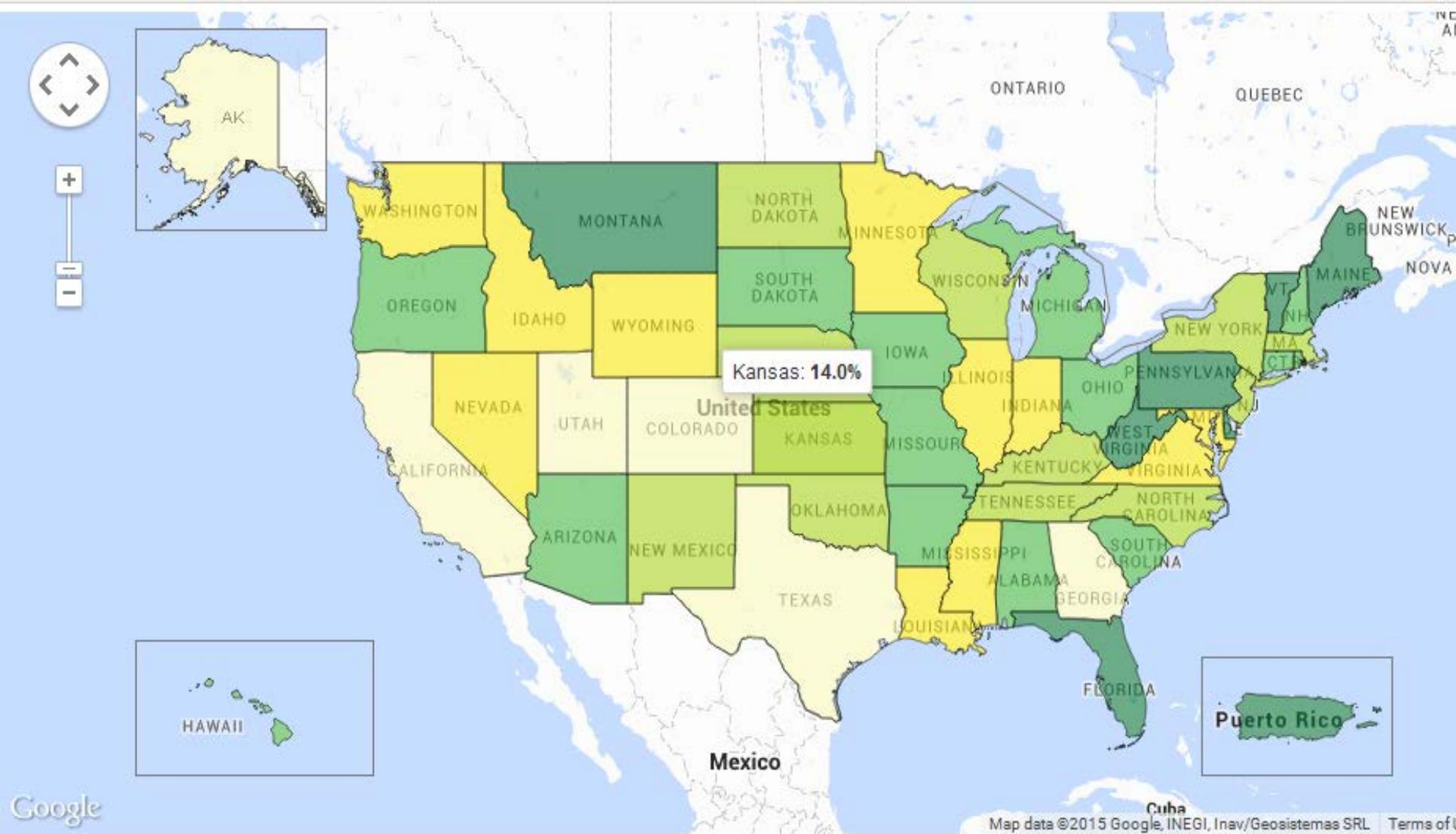
Knowledge
for Life

Boomer's Have Arrived!

- 40 million people age 65 and over in the United States, 2010 - 13% of total population
- Projected to grow to 72 million by 2030 - 20% of population



Persons 65 years and over, percent, July 1, 2013



Google

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9.0%–12.5% 12.6%–13.9% 14.0%–14.8% 14.9%–15.6% 15.7%–18.7%

Source: U.S. Census Bureau Quick Facts

Kansas Facts

- 14.0% population over age 65 – 2013
- 2000-2010 population age 65 + increased 5.6%
- Age 85 + increased 14.6%
- 89 of 105 KS Counties exceed the US % of population over age 65



Other Kansas Facts

- Medically under served
- Slightly older and aging more rapidly
- Lower per capita income than national average
- Migration to population centers
- More frontier counties

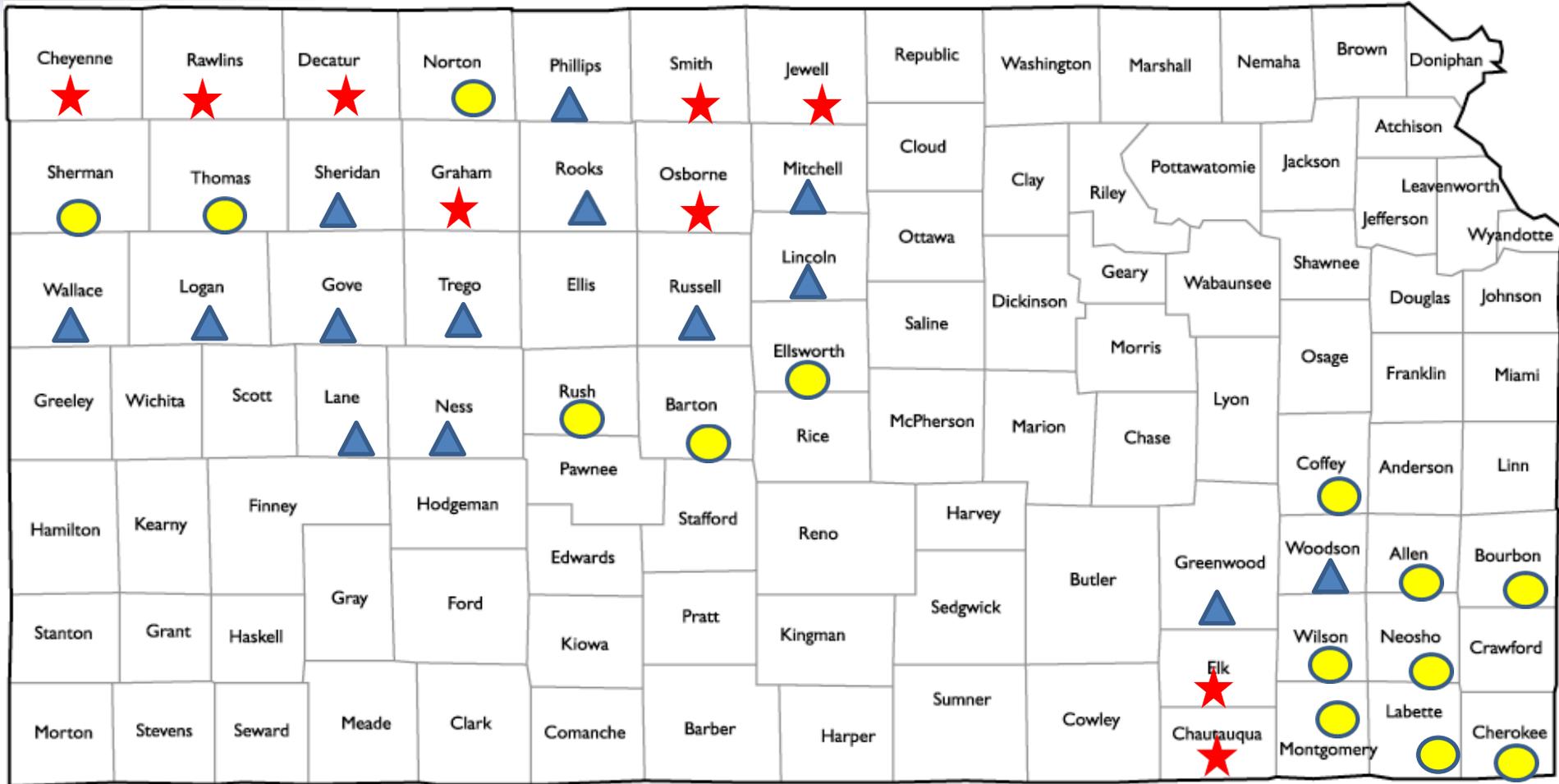


Why Aging Expos?

- KSRE FCS survey - something concrete
- 69% of counties in NW have at least 20% of population over age 65



Percent of Kansas Population 65 years and over



★ 25 - 28%

▲ 20 - 24.9%

● 15-19.9%

United States: 14.1%

Kansas: 14.0%

Source: U.S. Census Bureau: State and County QuickFacts; July-2013

A Community Based Approach Reaching Rural Older Adults and Caregivers



- 11 years, since 2005
- Northwest Kansas
- 26 counties

- Started in 2011
- Southeast Kansas
- 12 counties



**“First we are children to our parents,
then parents to our children,
then parents to our parents,
then children to our children.”**

- Milton Greenblatt



Audience

- Early elderly
- Caregivers of elderly
- Family members of elderly
- Reality - elderly



Expo Objectives

- Caregiving
- Physical and Mental health
- Financial or Legal issue
- Identify resources

Full Circle...
an Aging Expo



Aging
with Attitude
Regional Expo



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Program Components

- Collaborative Community Partners
- Keynote Speaker
- Educational Sessions
- Physical Activity
- Resource / Vendor Exhibits
- Health Screenings
- General Public Focused
- Evaluation



Bone Density Screening



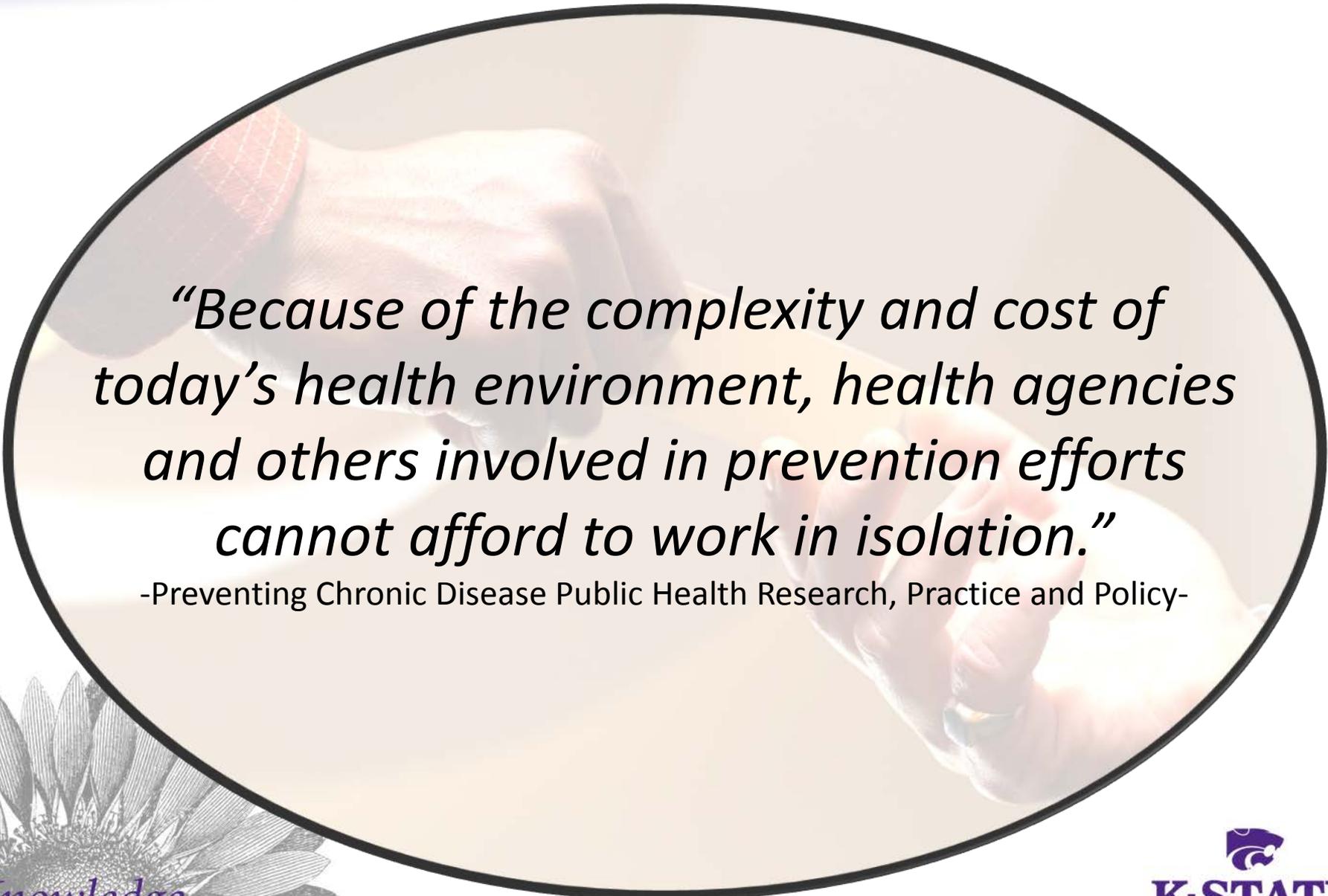
Paper Plate Aerobics



Expo Outcomes

- Improve attitude and reduce ageism
- Chronic disease prevention and healthy life-style
- Improve access to health care/health resources
- Improve collaboration among agencies
- Increase awareness of community resources





“Because of the complexity and cost of today’s health environment, health agencies and others involved in prevention efforts cannot afford to work in isolation.”

-Preventing Chronic Disease Public Health Research, Practice and Policy-



Collaborative Partnerships

- Educational Sponsors
- Funding and Support Sponsors



Funding

- Registration Fee
- Vendor/Exhibit Fee
- Grants
- Contributions
- Sponsorships
- Partner In-kind



Promotion and Marketing

- Posters/Brochures/Table Tents
- Banners
- Press Release
- Newsletters/Newspaper Articles
- Audio/video PSA
- Partner Promotions
- Website/Social Media
- Word of mouth



Evaluation

- Evaluation Tools
 - On-site surveys
 - Follow-up phone surveys



Our Findings/Results

- Impacts and Success Stories
- Input from Participants
- Making a Difference Report
- Reporting to Stakeholders
 - State Legislative Report





Program Expansion

- 2016 East Central Expo Planned
- Professional Track
 - Receive CEU
 - Take home and use



A Community Based Approach Reaching Rural Older Adults and Caregivers

Full Circle...
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Website:

www.southeast.ksu.edu/AgingExpo



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K-STATE

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