

# The Boomer's Have Arrived:

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



National Health Outreach Conference  
Atlanta, Georgia  
May 7, 2015

*Libby Curry, Extension Specialist, Northwest Kansas*

*Gayle Price, Extension Specialist, Southeast Kansas*

*Barbara Stockebrand, Extension Agent, Woodson County, Kansas*



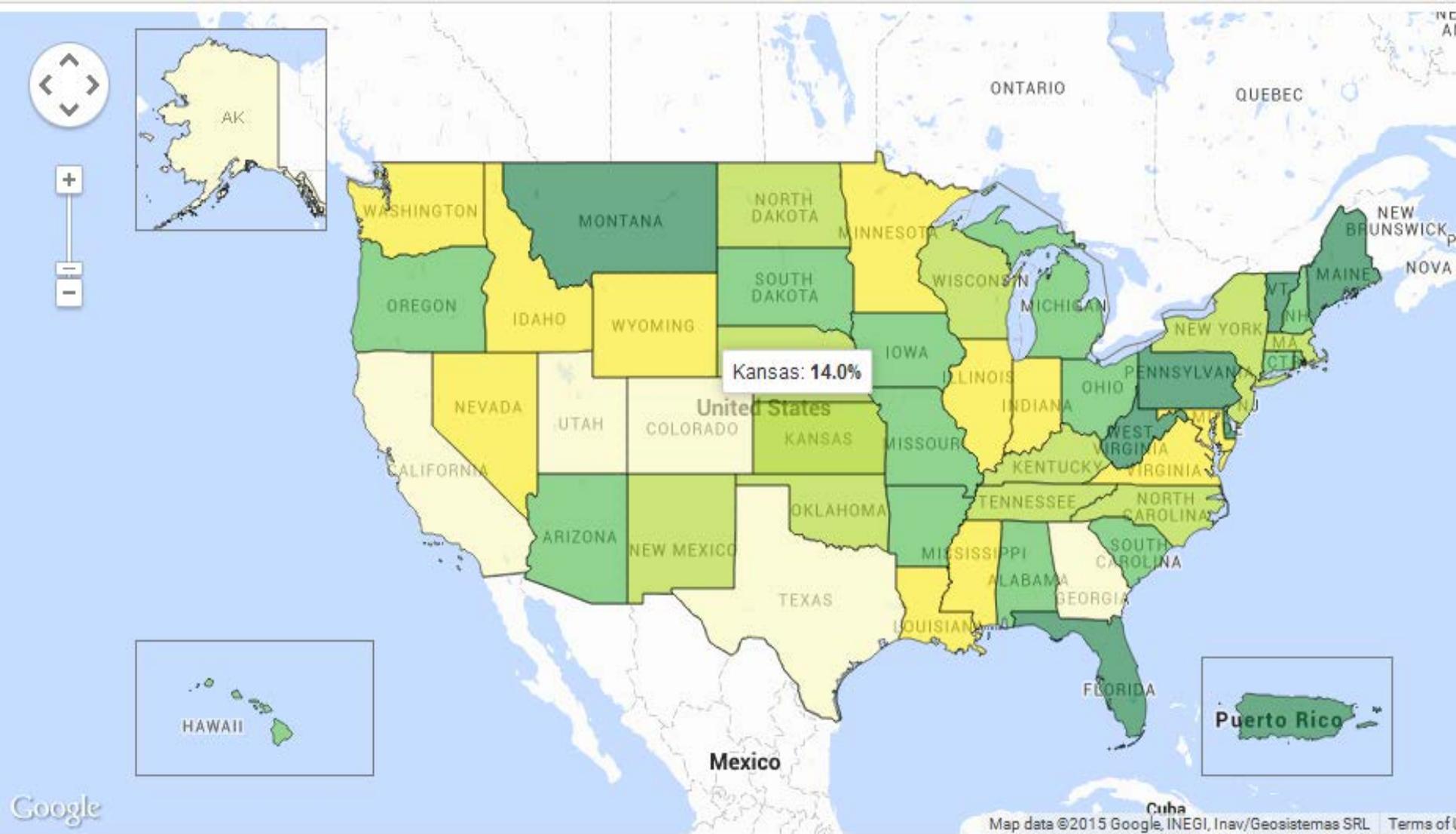
Knowledge  
for Life

# 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

Map data ©2015 Google, INEGI, Inav/Geosistemas SRL Terms of Use

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

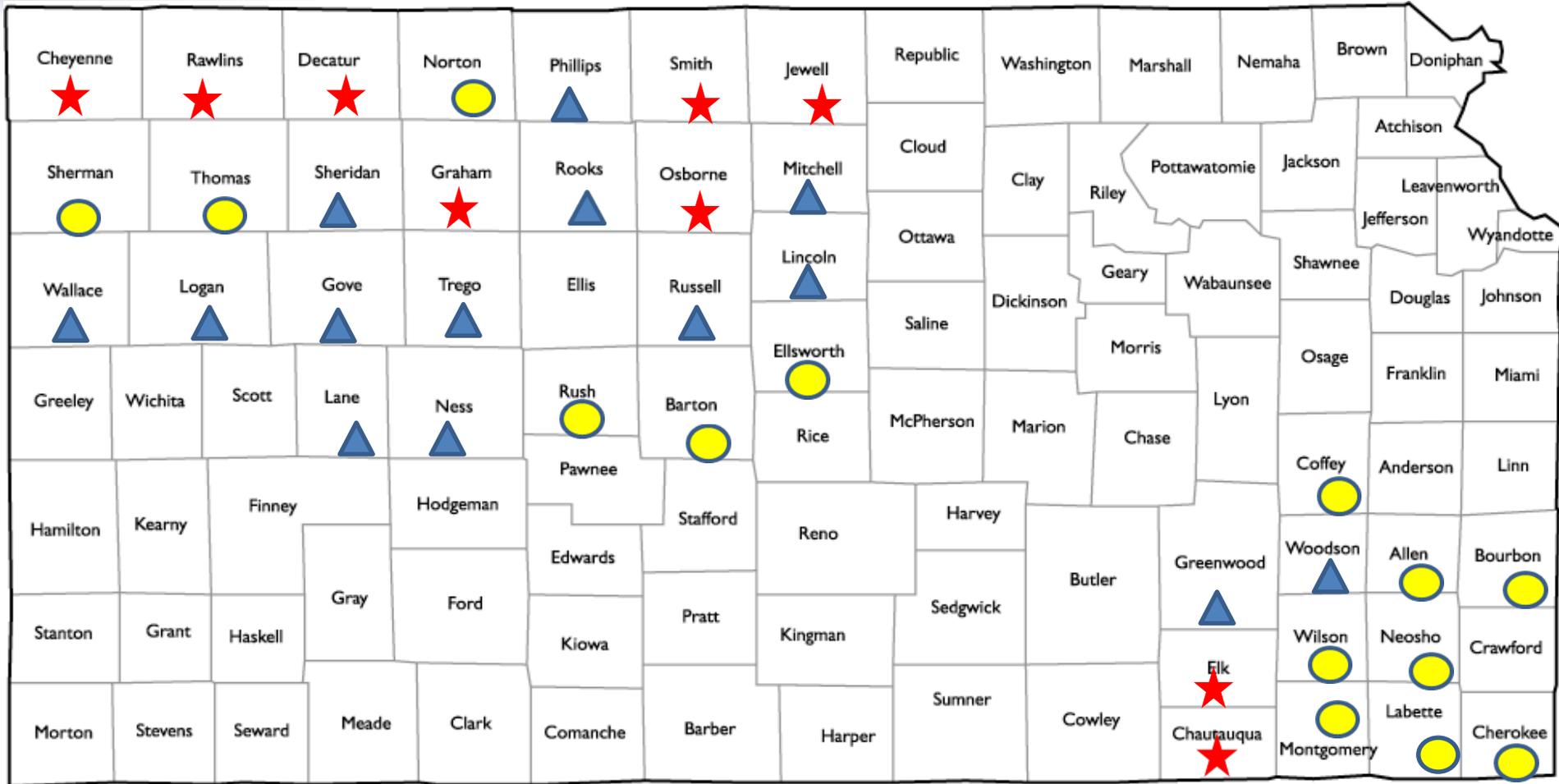


# Why Aging Expos?

- 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



*Knowledge  
for Life*

# Program Components

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



Bone Density Screening



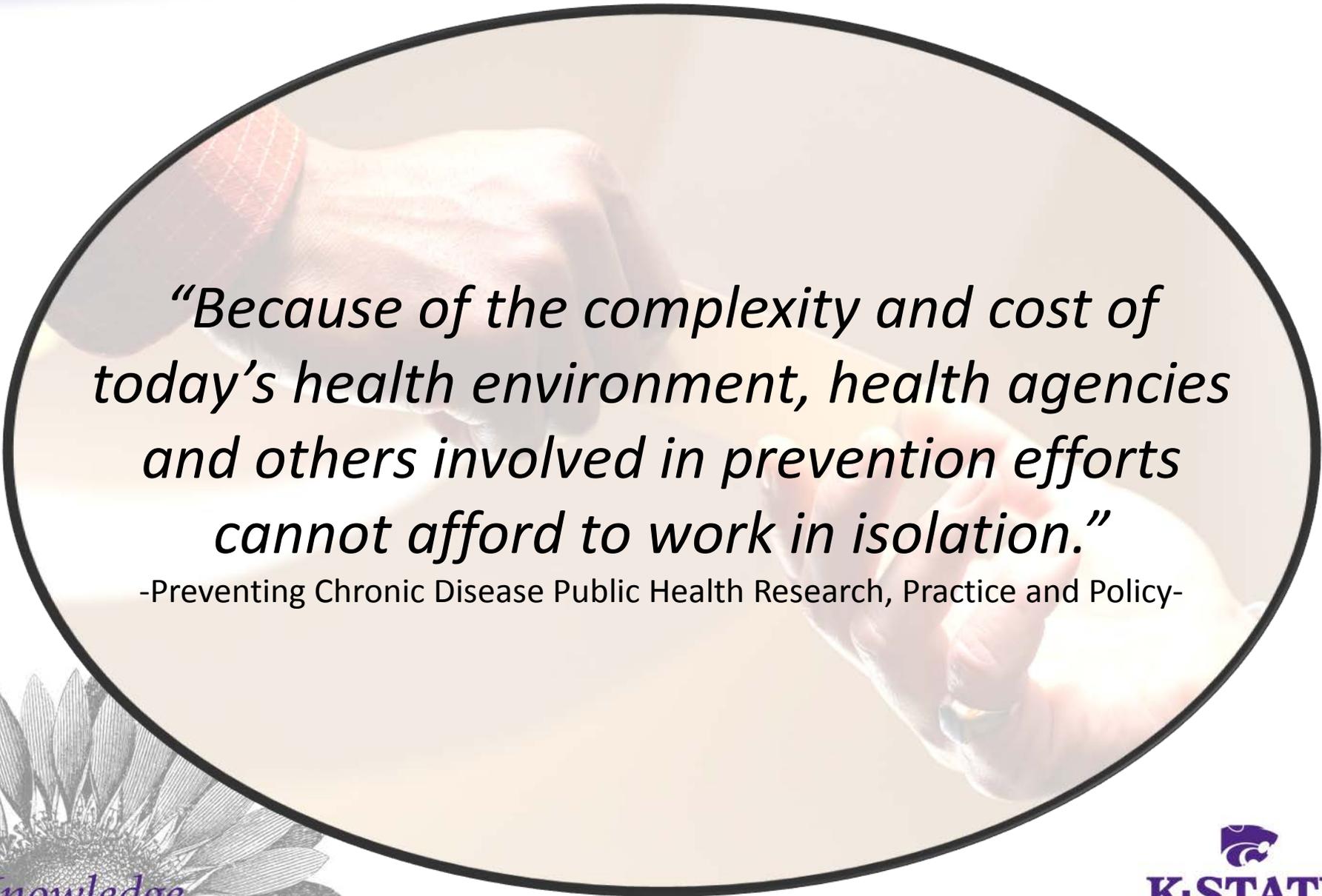
Paper Plate Aerobics



# 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...*  
an Aging Expo



**Aging**  
with *Attitude*  
Regional Expo

Website:

[www.southeast.ksu.edu/AgingExpo](http://www.southeast.ksu.edu/AgingExpo)



# Contact Information

Libby Curry, Extension Specialist, Northwest Kansas

Phone: 785-462-6281

Email: [lc Curry@ksu.edu](mailto:lc Curry@ksu.edu)

Gayle Price, Extension Specialist, Southeast Kansas

Phone: 620-496-9967

Email: [gprice@ksu.edu](mailto:gprice@ksu.edu)

Website: [www.southeast.ksu.edu/AgingExpo](http://www.southeast.ksu.edu/AgingExpo)

Barbara Stockebrand, Extension Agent, Woodson County

Phone: 620-625-8620

Email: [bstockeb@ksu.edu](mailto:bstockeb@ksu.edu)



# References

U.S. Census Bureau, QuickFacts.

<http://www.census.gov/quickfacts/map/AGE775213/00,20>  
Accessed 4-16-2015.

Kansas Department for Aging and Disability Services Kansas State Plan on Aging, 2012-2017.

Regional Institute on Aging (RIA) , Wichita State University.

Kansas State Research and Extension, Family and Consumer Science Survey, [www.ksre.ksu.edu/FCS/](http://www.ksre.ksu.edu/FCS/)

Preventing Chronic Disease Public Health Research, Practice and Policy. National Center for Chronic Disease Prevention and Health Promotion in the United States.

Centers for Disease Control and Prevention and the Kimberly-Clark Corporation. Assuring Healthy Caregivers, A Public Health Approach to Translating Research into Practice:2008.





# **K-STATE**

**Research and Extension**

*Knowledge  
for Life*

