The Boomer’s Have Arrived: A Collaborative Approach Impacting the Health, Well-being and Attitude of Older Rural Adults

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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

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

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

Full Circle... an Aging Expo

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

Aging with Attitude Regional Expo

- 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
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
  o On-site surveys
  o Follow-up phone surveys
Our Findings/Results

• Impacts and Success Stories
• Input from Participants
• Making a Difference Report
• Reporting to Stakeholders
  o State Legislative Report
Program Expansion

• 2016 East Central Expo Planned
• Professional Track
  o Receive CEU
  o Take home and use
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Website:
www.southeast.ksu.edu/AgingExpo
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Kansas Department for Aging and Disability Services Kansas  

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Preventing Chronic Disease Public Health Research, Practice  
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