



**Spotlight on Safe and Healthy Aging:  
A Family Conversation**  
**Executive Summary**



United Way  
of Dane County

# THE ISSUE

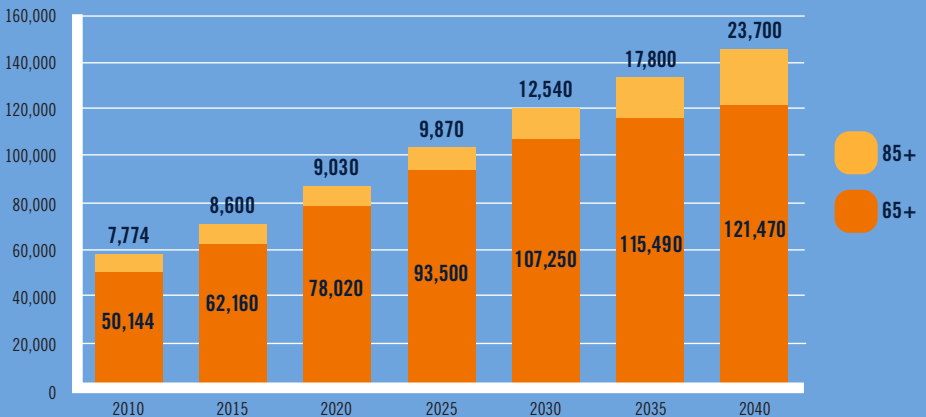
**Dane County is experiencing a substantial demographic growth in the older adult population:**

- Over 64,000 residents age 65 and older now represent 12.3% of the total population, which has grown 29% since 2010.
- The population of those 65+ is projected to be 121,470 by 2040, a nearly 150% increase, the largest demographic shift in Dane County.
- Our oldest residents (85+) are projected to grow to 23,700 by 2040, over a 200% increase.

As the population of older adults increases, so do the chronic health conditions from which they suffer. This leads to an increase in medications consumed, and ultimately, an increased risk for negative drug reactions and/or potential falls. Four out of five Medicare patients over age 65 have a chronic health condition and falls are the leading cause of injury-related deaths for older adults in Wisconsin.

This rapid growth in the aging population has a tremendous impact on our community, which is why United Way of Dane County is committed to keep older adults living safe, healthy and independent.

## DANE COUNTY'S OLDER ADULT POPULATION IS PROJECTED TO NEARLY DOUBLE BY 2040



Source: WI DOA Demographic Services



## Why it matters

Older adults are a critical part of the family system. We know that unsafe home conditions and chronically ill and at-risk older adults not only experience unhealthy outcomes, but can economically destabilize a family impacting the quality of life for that individual and often times their family. The 2017 Safe and Healthy Aging plan is intended to:

- Keep older adults safe, healthy and independent
- Improve health care delivery and continuity of care
- Increase awareness of community resources
- Foster older adult community engagement

**If you want to become involved or need assistance connecting to services, please call 2-1-1 or visit [www.unitedwaydanecounty.org/2-1-1](http://www.unitedwaydanecounty.org/2-1-1)**



**United Way of Dane County • 2059 Atwood Avenue • Madison, WI 53704**

Full mobilization plan is available at [www.unitedwaydanecounty.org/mobilization-plans](http://www.unitedwaydanecounty.org/mobilization-plans)

Continue the conversation with us



# Safe and Healthy Aging:

In 2016, we evaluated the results of our 2010 Safe and Healthy Aging Mobilization Plan and updated our recommendations with a new plan effective January 2017. We've made significant progress reducing ADEs\* and falls, seeing an 11% decrease in emergency room visits and hospitalizations of older adults 65+, **but there is more work to be done.**

While we have strong partnerships with our pharmacists, we wish to **strengthen our relationships with more physicians.** Moving forward we will work to **improve the coordination of care** between the pharmacists and physicians which will help us to strengthen outcomes for our older adults. Additionally, we are **adding nutrition supports** for the older adult population in targeted rural areas and communities of color.

These additions and enhancements to the original mobilization plan will support our Signature Initiatives and **allow us to assist our partners with keeping older adults and people with disabilities in their homes.**

## Strategy #1

### Identify and Assess

Identify and assess the risk of ADEs and falls.

- Measure the number of In-home safety assessments, Comprehensive Medication Reviews (CMRs), and Falls Prevention Class participants.



\***Adverse Drug Event:** the unintended negative impact of one or more prescriptions, over-the-counter medications or supplements

# New Recommended Strategies & Key

## Strategy #2

### Improve Connections

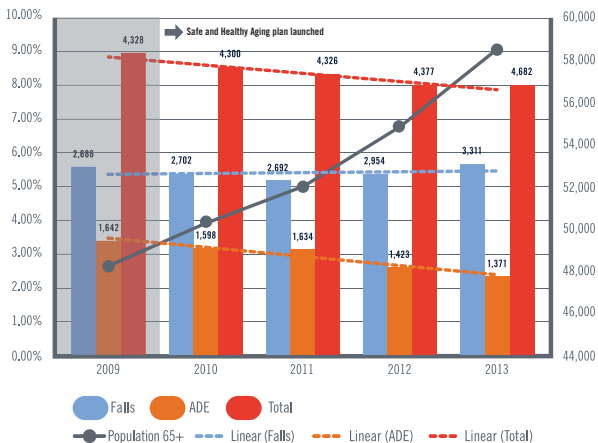
Connect physicians and health care providers to resources for non-medical needs with community-based organizations.

Create opportunities for health care professionals to improve coordination of care for older adults.

- Evaluate the change in the rate of hospitalizations and emergency room visits as a result of ADEs and falls.

### Dane County Emergency Room Visits and hospitalizations among older adults

(Adverse drug events (ADEs) and falls as a percentage of the 65+ population)



**Community-level goal:** Reduce the rate and number of adverse drug events and falls among Dane County older adults 20% by 2022 (evidenced by hospitalizations and ER visits).

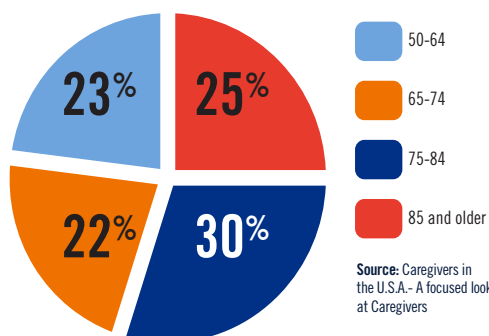
## Strategy #3

### Provide Access to Resources

Caregivers will have access to resources and tools that support them in helping older adults to remain safe.

- Expansive research to determine how to measure the success of this strategy.

### Older adults being cared for by caregivers (2015)



# Measurements

## Strategy #4

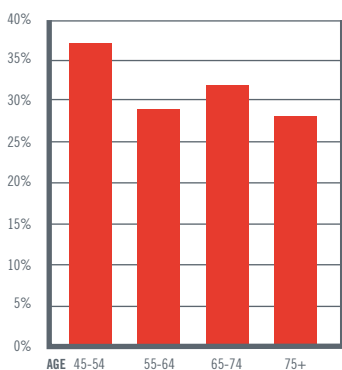
### Expand our Reach

Increase the reach to vulnerable older adults with limited access to resources by providing nutritional supports in targeted rural areas and in communities of color.

- Measure the number of meals provided to low-income older adults.



Wisconsin rates of volunteerism by age



## Strategy #5

### Engage the Community

Highlight the importance of the contribution of older adults to our society which also helps them to feel a greater sense of purpose.

- Measure the number of older adults who volunteer for the Agenda for Change initiatives.

## Call to Action

- Encourage families and healthcare providers to take a pro-active role in preventing ADEs and falls in older adults.
- Create greater opportunities for Dane County older adults to engage in volunteerism – sharing of their time, skills, and talents to create a greater sense of purpose and a better community for all.