

Why Assistive Technology is Important to Seniors

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The Scope of the Problem

- ▶ About the senior population boom
- ▶ Senior living options
- ▶ How seniors live
- ▶ How assistive technology can help

Defining “Older Adult”

- ▶ 55+ Referred to as “Boomers”, most still employed
- ▶ 60+ Older American’s Act target
- ▶ 65+ Eligible for Medicare
- ▶ 75+ Referred to as “G.I. Generation”
- ▶ 85+ Fastest growing segment of the population

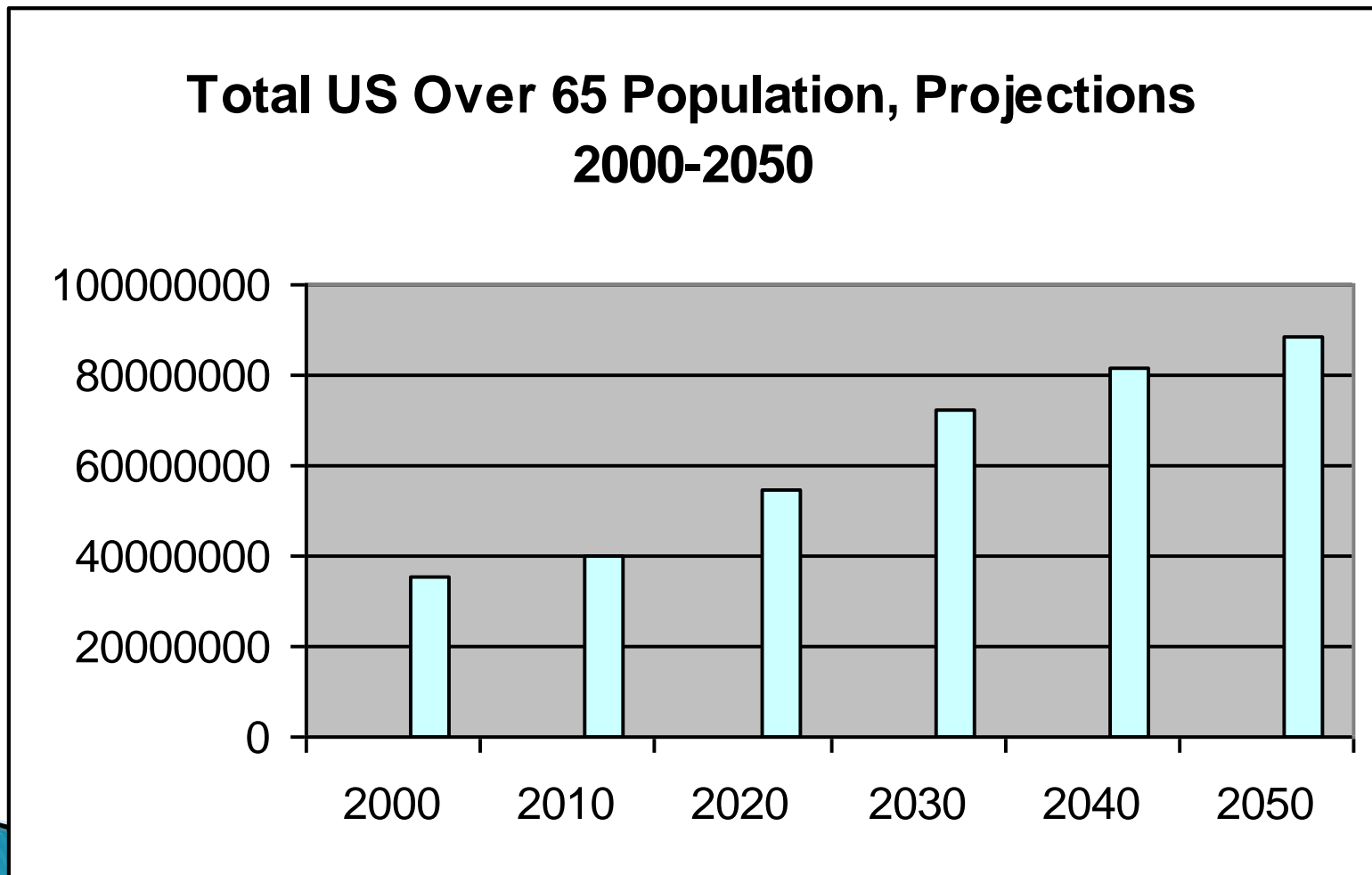
National Data



U.S. Population

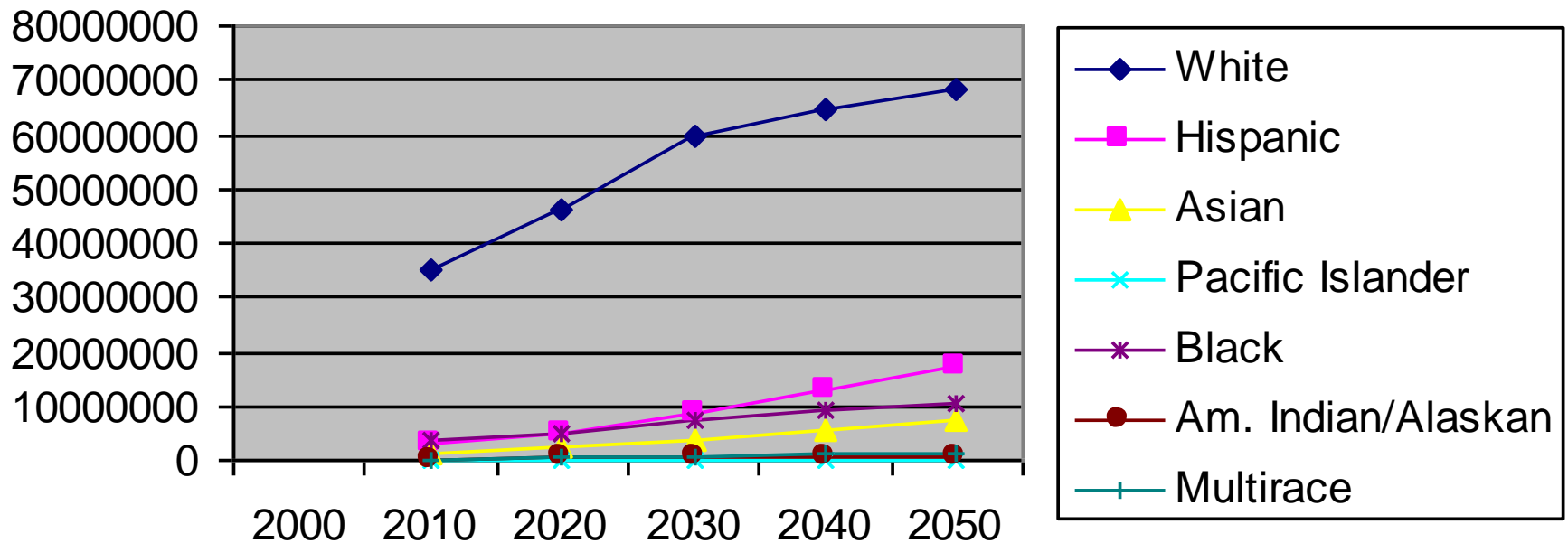
Age	US (% of Total Pop)	CA	SCC
60+	45.7 million (16.3%)	4.7 million (14.1%)	218,931 (13.1%)
65+	34.9 million (12.4%)	3.6 million (10.6%)	160,527 (9.5%)
75+	16.6 million (5.9%)	1.7 million (5.1%)	73,334 (4.4%)
85+	4.2 million (1.5%)	425,657 (1.3%)	17,987 (1.1%)
			2000 U.S. Census Bureau

U.S. 65+ Population Trends



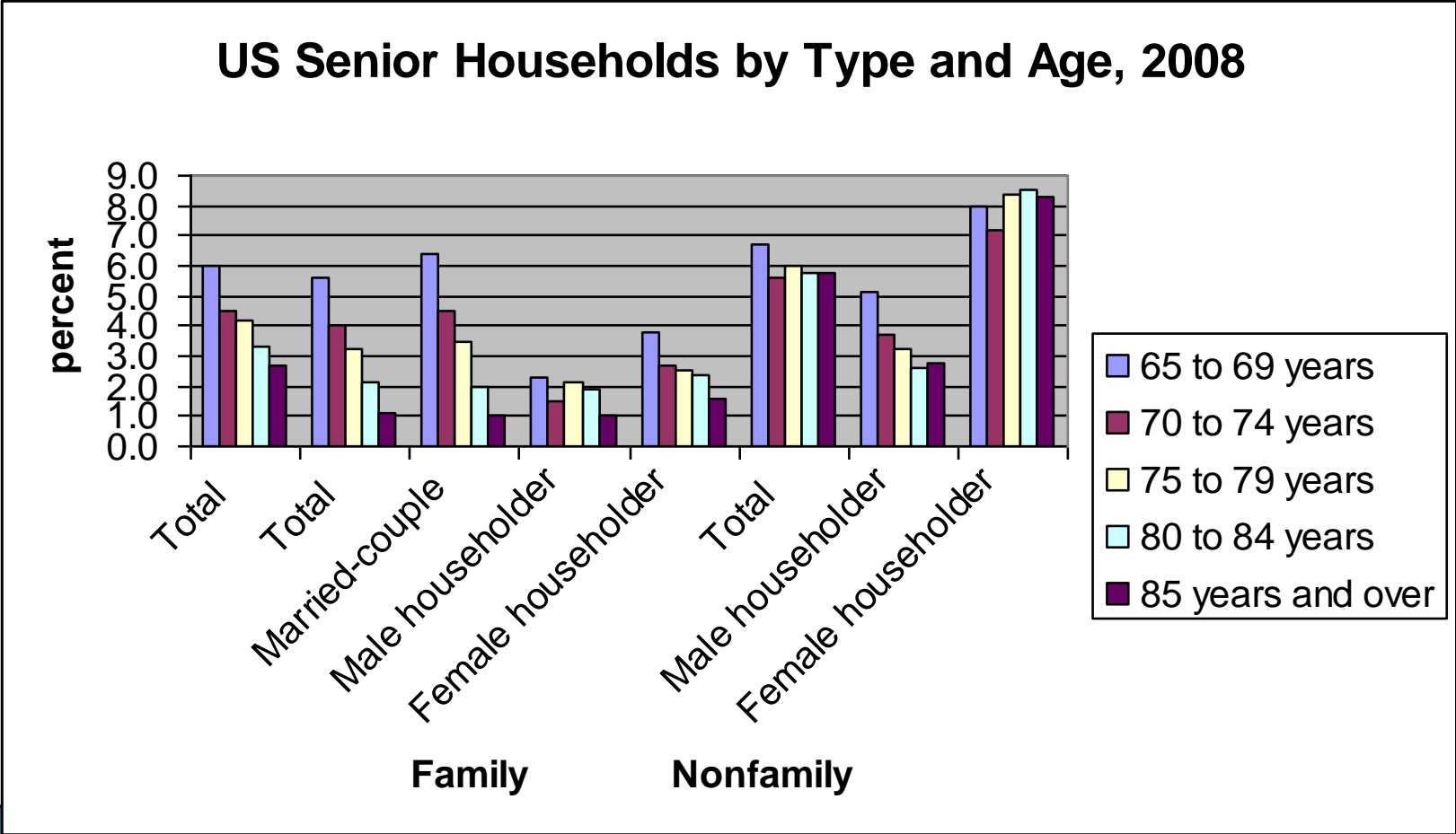
U.S. 65+ by Ethnicity

National Population Projections, 65+, by Ethnicity, 2000-2050



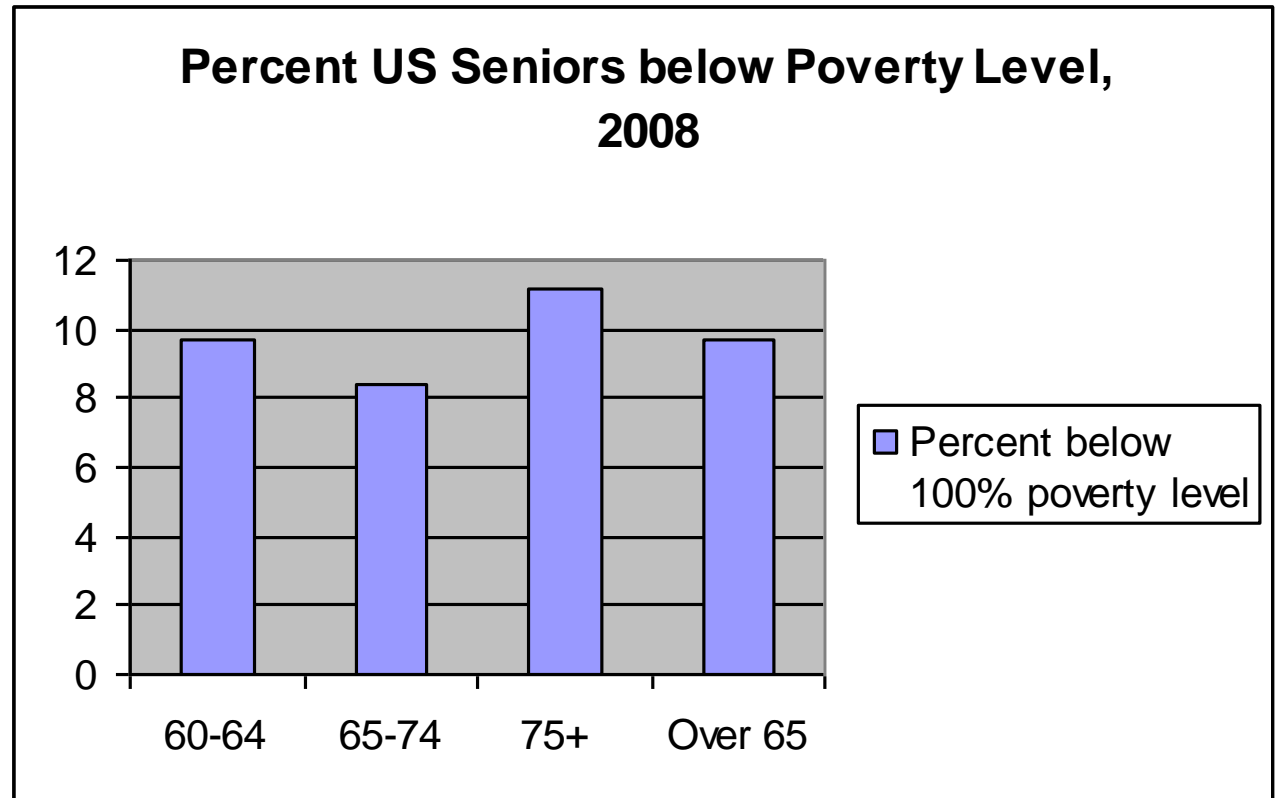
National Population Projections 2000-2050

US Senior Households



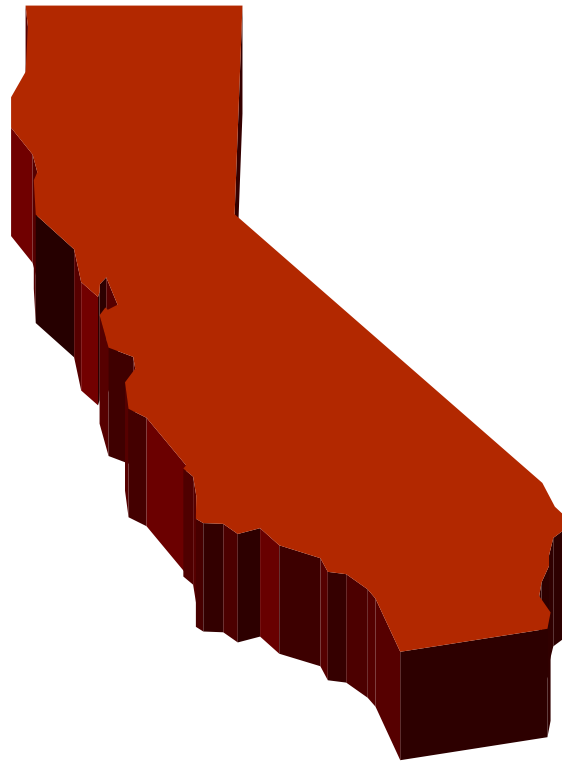
2008 U.S. Senior Poverty

9.7% of
65+ in the
US live
below the
poverty
level



2000 US Census Bureau

California Data



California 60+ Data

- ▶ **3,595,658 (10.6%)** were 65+ in 2000
- ▶ **5,507,167** of 60+ in 2005 (projection)
- ▶ **16%** of Californians will be 65+ in 2010
- ▶ **8,742,297** of 60+ in 2020 (projection)

A projected increase of **3,235,129 (59% change)** in the 60+ population in California by 2020

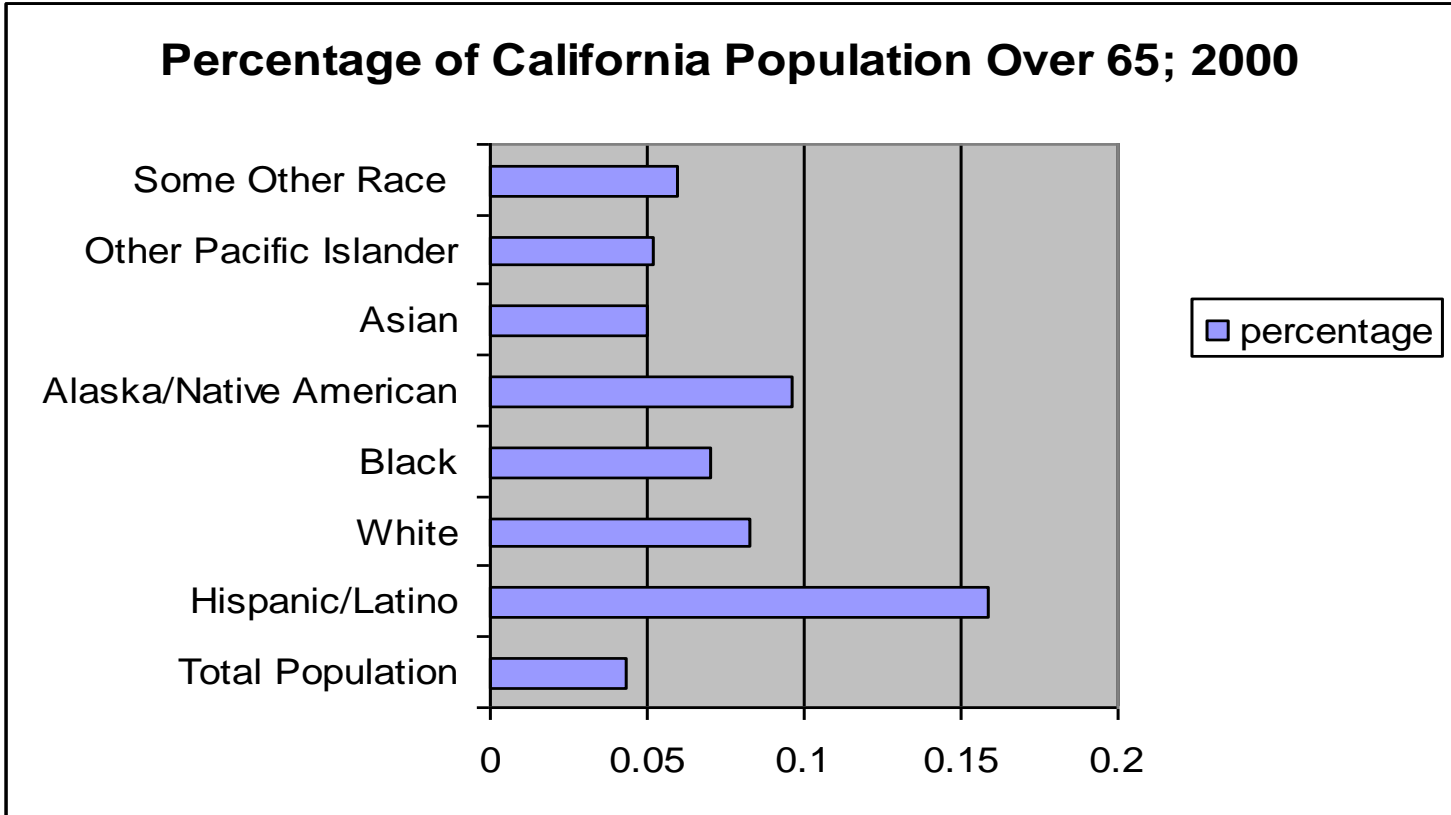
Expected growth of 65+ is **4.7 - 11 million** between 2000 and 2030

2000–2040 California Population Projections

While the overall 60+ population is growing rapidly, increases within this age group are occurring at different rates

Age Groups	2000	2040	Increase
60-64	1.1 million	2.6 million	125%
85+	425,000	1.3 million	205%

65+ in CA by Ethnicity



2000 US Census Bureau

65+ in CA by Ethnicity

Projected 60+ population as a % of the total population by race/ethnicity

Race	2005	2010	2020	2030
White/Non- Hispanic	64.2%	60%	52.7%	44%
Hispanic/Latino	16.6%	18.8%	23.5%	30%
Asian	11.6%	13%	14%	15.6%
Black/African American	5.5%	5.6%	5.7%	5.7%
Multiracial	1.1%	1.3%	1.5%	1.6%
American Indian/Alaska Native	0.7%	0.8%	1.2%	1.5%
Native Hawaiian/Other Pacific Islander	0.2%	0.3%	0.3%	0.4%

California Tidbits

- ▶ High school diploma or higher – **70%**
- ▶ Limited English proficiency – **17%**
- ▶ Medi-Cal beneficiaries – **20%**
- ▶ **294,969** grandparents are responsible for basic needs of grandchildren
- ▶ Californians 75+ with a driver's license – **2.5 million (59.6%)** (AARP, 2008)
- ▶ **8.5%** of fatal traffic accidents involved 65+ drivers 65+ (NHTSA, 2007)

Santa Clara County Data



2000 SCC Population by Age

Total SCC Population	1,682,585	100.0 (% of total)
SCC Population 55+	295,545	17.6%
SCC Population 60+	218,931	13.0%
SCC Population 75+	73,334	4.4%

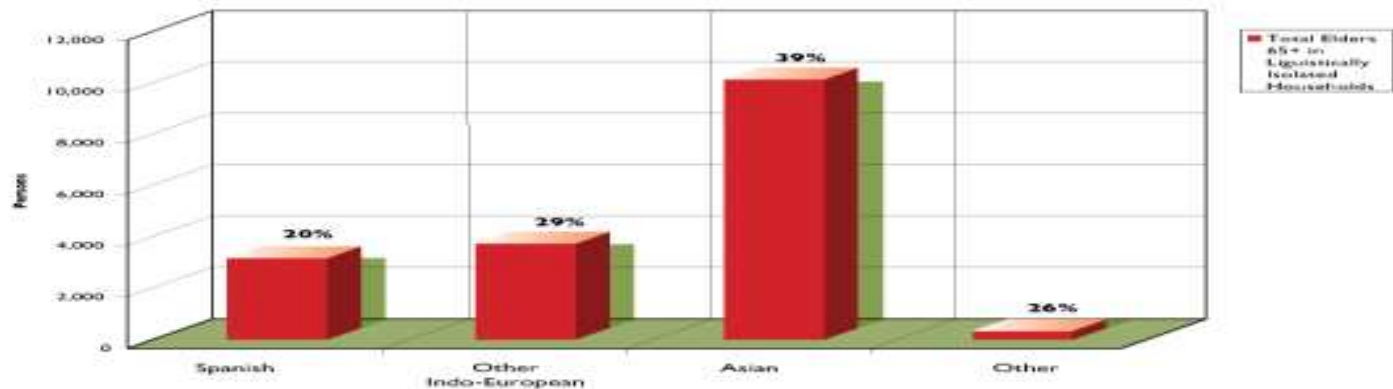
SCC 60+ Population Projections

Measure	2010	2020
Total pop.	1,879,700	2,007,500
60+	288,500	428,300
75+	89,800	129,700
60+ % of total	15.3%	21.3%
75+ % of total	4.8%	6.5%

Other SCC Data

- ▶ **9,500 (20.6% of 65+ population) of Grandparents are responsible for their grandchildren**

65+ in Linguistically Isolated Households



- 17,000 SCC elders (11% of SCC total population) live in linguistic isolation
- 40% of Asians 65+ live in linguistic isolation

Health Data

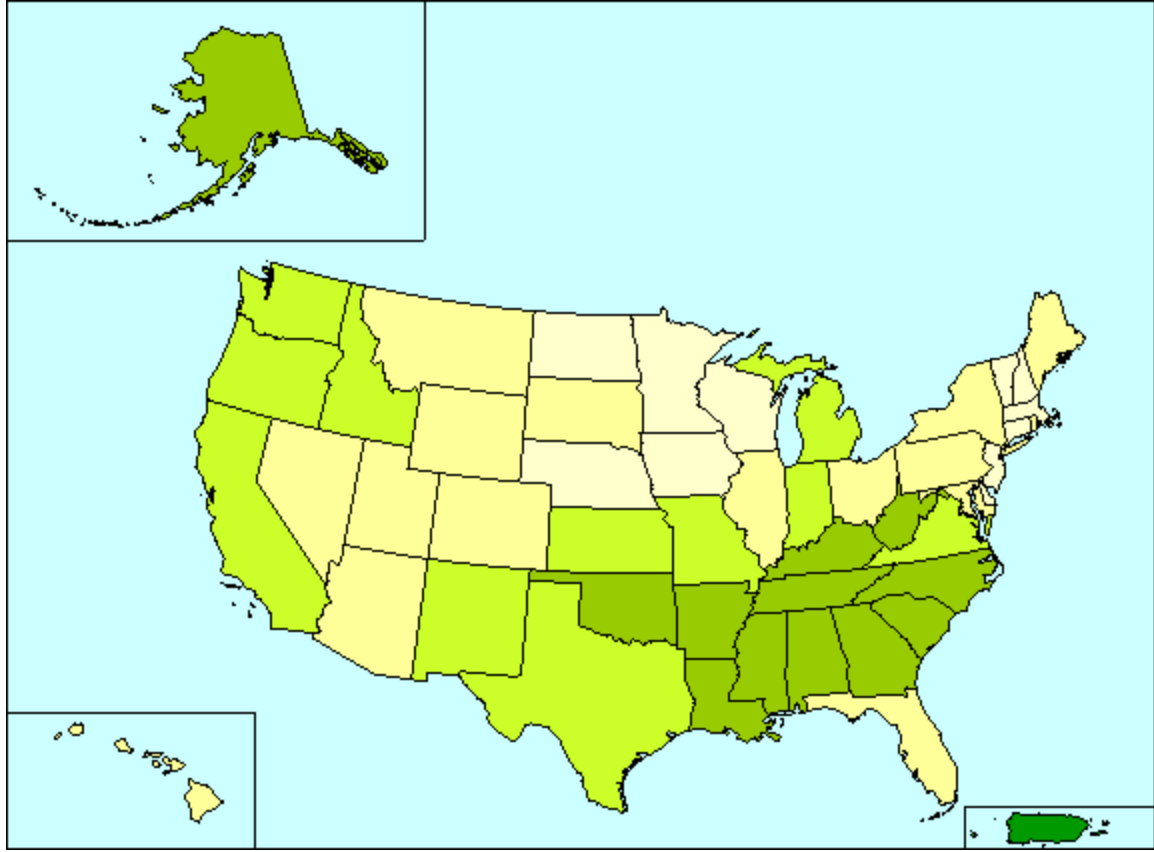


2000 US Disability Data

Data Classes

Percent

36.5 - 38.6
39.3 - 41.1
41.5 - 44.8
45.7 - 51.7
59.1 - 59.1



2000 US Census Bureau

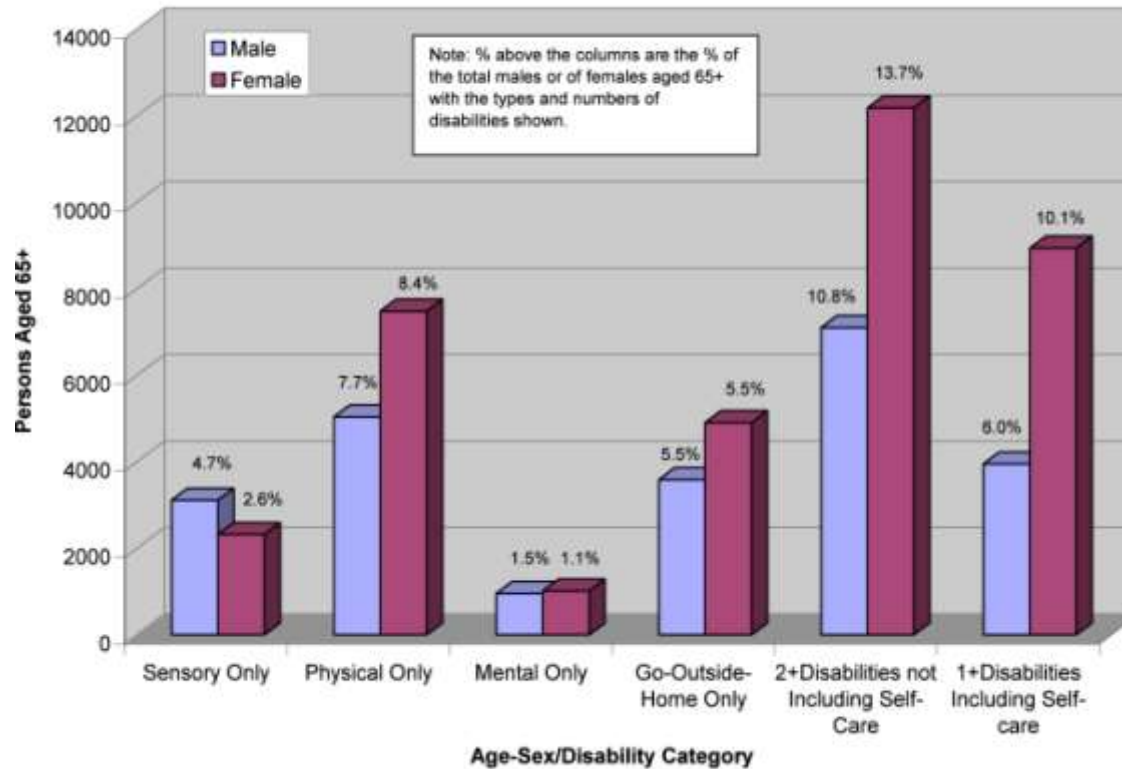
Disability Status

- ▶ **42% of 60+ in California had one or more disabilities in 2000**
- ▶ **41,000 older adults in SCC had one or more disabilities in 2000**
- ▶ **5,000 SCC older adults have one or more disabilities AND also live in poverty status households**
- ▶ **Almost one-fourth of 65+ women in SCC have two or more disabilities, as compared to one-sixth of 65+ men**
- ▶ **33% of 65+ in San Jose had one or more disabilities in 2005–2007**

COA Area Plan on Aging 2009–2012
2005–2007 American Community Survey 3 year estimate
2000 US Census Bureau

Santa Clara County Disabilities by Category

Figure 2.3: Santa Clara Elders with Disabilities by Category, 2000



Source: *JMWatt Consulting* from U.S. Census Bureau, Census 2000 Summary File 3, Matrix PCT026

Health Care Costs



The cost of providing health care for a 65+ American is **3 – 5 times greater** than the cost for someone < 65 years

The single most expensive year for healthcare is your last!

Leading Causes of Death

United States (2006 data)

1. Heart Disease
2. Cancer
3. Stroke
4. Chronic Obstructive Pulmonary Disease
5. Unintentional injuries
6. Diabetes
7. Alzheimer's disease
8. Influenza and pneumonia
9. Kidney disease
10. Septicemia

Santa Clara County (2004 data)

1. Heart Disease
2. Cancer
3. Stroke
4. Chronic Obstructive Pulmonary Disease
5. Influenza and pneumonia
6. Unintentional injuries
7. Diabetes
8. Alzheimer's disease
9. Liver disease
10. Intentional self-harm (suicide)

Centers for Disease Control and Prevention

Alzheimer's Disease

- ▶ **1.1 million** Californians caring for people living with AD. This is **11%** of the Nation's caregivers
- ▶ CA 55+ who will develop AD: **1 in 8**
- ▶ CA 55+ who will develop Dementia: **1 in 6**
- ▶ **1.1 million** CA caregivers care for someone with AD, with an expected increase in the number who need care to reach over **2 million by 2030**
- ▶ Those caring for people with AD/Dementia report higher stress levels and poorer health as compared to those caring for individuals without AD/Dementia

US Falls Data

- ▶ Falls are the leading cause of injury-related death and are the most common cause of hospital admissions from trauma
- ▶ **15,800** 65+ died from injuries related to unintentional falls
- ▶ **1.8 million** 65+ were treated in emergency departments for nonfatal injuries from falls. **433,000+** of these patients were hospitalized due to a fall

Senior Housing Overview

- ▶ Owner-occupied (SFR, Condo, Mobile Home)
 - Usually no services except social
- ▶ Open market rental (Apt., Senior-only facility)
- ▶ Co-ops
- ▶ Affinity- or interest-based group living
 - Can be equity interest or rental

Senior Housing Overview (–,

- ▶ Age–restricted buildings, mobile home parks
 - Most don't have services beyond social
- ▶ Non–profits with services (government–funded, other–funded)
 - Older seniors need services
- ▶ Assisted living
- ▶ Continuing Care/LifeCare facilities/CCCR's
- ▶ Residential nursing facilities

Senior Housing Overview (

- ▶ Not a big difference between non-profit housing for seniors vs. non-profit for families.
 - Biggest difference seems to be who pays for it
- ▶ Changing senior preferences for where to live
 - Most don't want to be out in the boonies
 - Boomers in particular want to be close to the action

Santa Clara County Housing Data

Total Subsidized Senior Housing Units: 7,493

Greatest Number of Housing Units by City:

1. San Jose: 3,769
2. Palo Alto: 869
3. Mountain View: 799
4. Campbell: 581
5. Santa Clara: 581

Housing: What Do Seniors Want?

Senior Housing Myths:

- ▶ Retire to the beach or the mountains.
- ▶ Travel forever.
- ▶ Seniors-only communities.

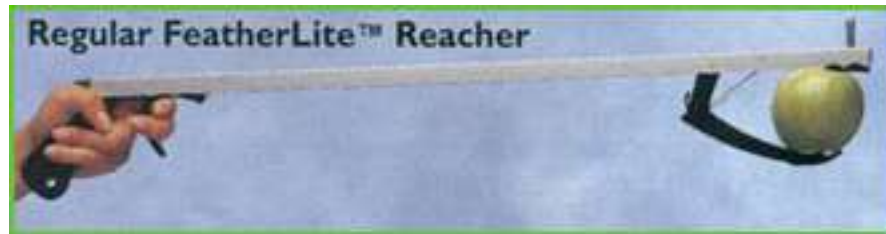
Senior Housing Realities:

- ▶ “Near the action”
- ▶ Close to family
- ▶ Easy access to medical facilities
- ▶ Single-story, no steps, open plan, amenities

How Assistive Technology Can Help

- ▶ Focus on in-home improvements
- ▶ Maintain normal quality of life
- ▶ Big issues:
 - Mobility
 - Sight
 - Hearing
 - Cognitive difficulties (“normal aging” vs. Alzheimer’s)
 - Transportation
 - Social opportunities

Assistive Devices Do Not Have to Be High-Tech



Huge Opportunity with Cell Phones

- ▶ Wireless networks mean data can go anywhere.
- ▶ 88% of seniors have some sort of mobile technology, most of that cell phones. (AARP)
- ▶ Most of them take it with them when they go outside the home.
- ▶ Health apps a huge part of this month's CES in Las Vegas

Do Your Research

- ▶ Get to know some seniors and observe them
- ▶ “Find a need and fill it”
- ▶ My experience with the Agile Aging course
- ▶ The state of technology changes so fast -- cursory research will only result in disappointment

The Market is Huge...

And you and your family are part of it.

Data Sources

Council on Aging Silicon Valley

Santa Clara County Department of Aging and Adult Services

Santa Clara County Public Health Department

Santa Clara County Behavioral Risk Factor Survey 2005–2006

California State Department of Finance

County agencies that deal with older adults and/or aging

California Health Interview Survey

Center for Disease Control and Prevention www.cdc.org

Department of Health and Human Services www.hhs.gov

Stop Falls.org www.stopfalls.org

State and local government websites

Family Caregiver Alliance www.caregiver.org

Alzheimer's Association www.caalz.org

National, State, and Local reports on aging

City of San Jose Office on Aging

UCLA Center for Health Policy Research www.healthpolicy.ucla.edu