

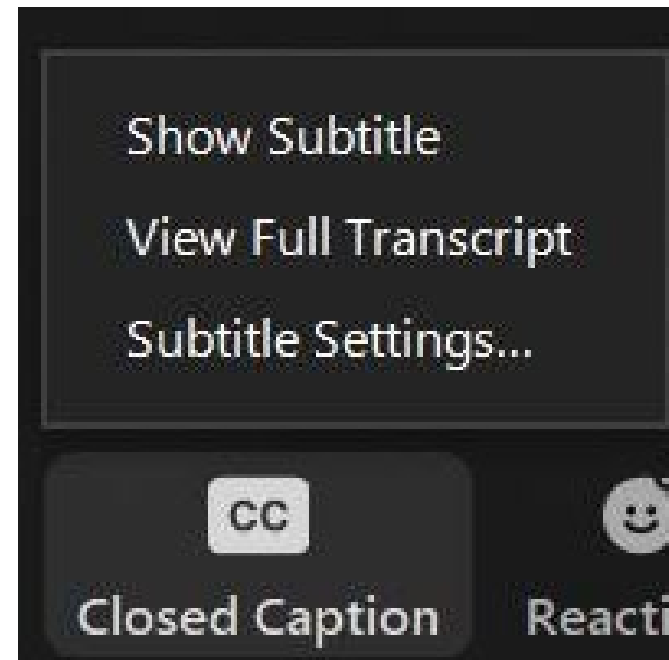
Creating a Collective Approach to Address an Aging NH

NH Alliance for Healthy Aging
Quarterly Meeting
September 14, 2022

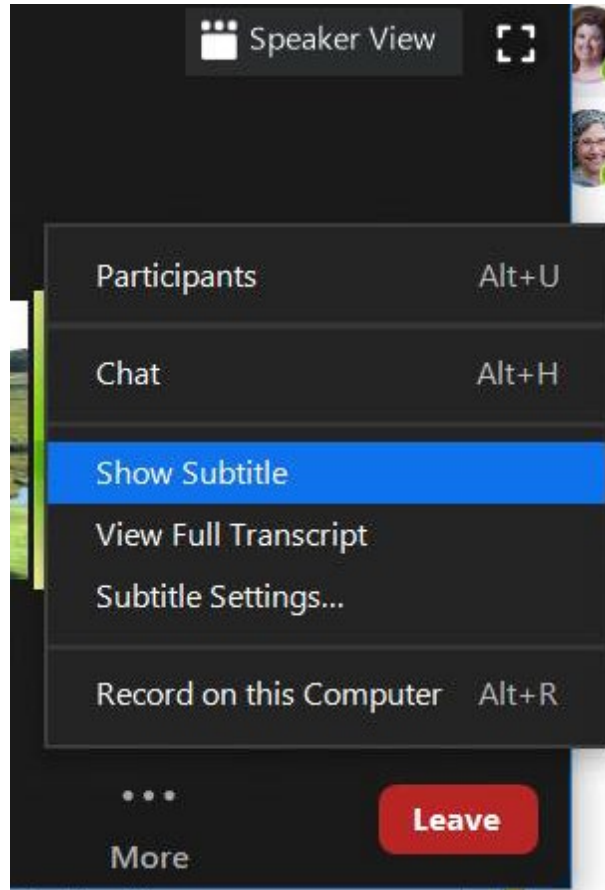


Captions are Available

When closed captions are available, you will see a notification. In a meeting, it will appear in the controls at the bottom of your screen:



Enabling Closed Captioning



- After selecting **Closed Caption**, pick **Show Subtitle** and the captions will appear on the bottom.
- If you pick **View Full Transcript**, a running transcript of the captions will appear on the side.
- You can adjust the caption size by selecting **Subtitle Settings**.

Agenda

- Welcome and Housekeeping
- AHA Volunteer Driver Initiative Presentation
- AHA Workforce Workgroup Update – Creating a Direct Care Workforce Council
- AHA Advocacy Update
- Striving towards a Diversity, Equity, and Inclusion Lens
- Networking in breakout rooms
- General NHAHA Updates and Wrap up

NH ALLIANCE FOR
HEALTHY AGING

\$400

\$600

\$800

\$1000



JEOPARDY!

NH Alliance for Healthy Aging (AHA) Volunteer Driver Initiative



Sylvia von Aulock
Southern NH Planning Commission, Executive Director

NH AHA, Volunteer Driver Initiative

“Current” Transit Services in New Hampshire

<i>5 Urban systems</i>	<i>20 communities</i>	<i>3.5M trips/year</i>
<i>5 Rural systems</i>	<i>14 communities</i>	<i>938K trips/year</i>
<i>25 VDPs</i>	<i>197 communities</i>	<i>~65K trips/year</i>

Over two dozen non-profit human service transportation providers

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

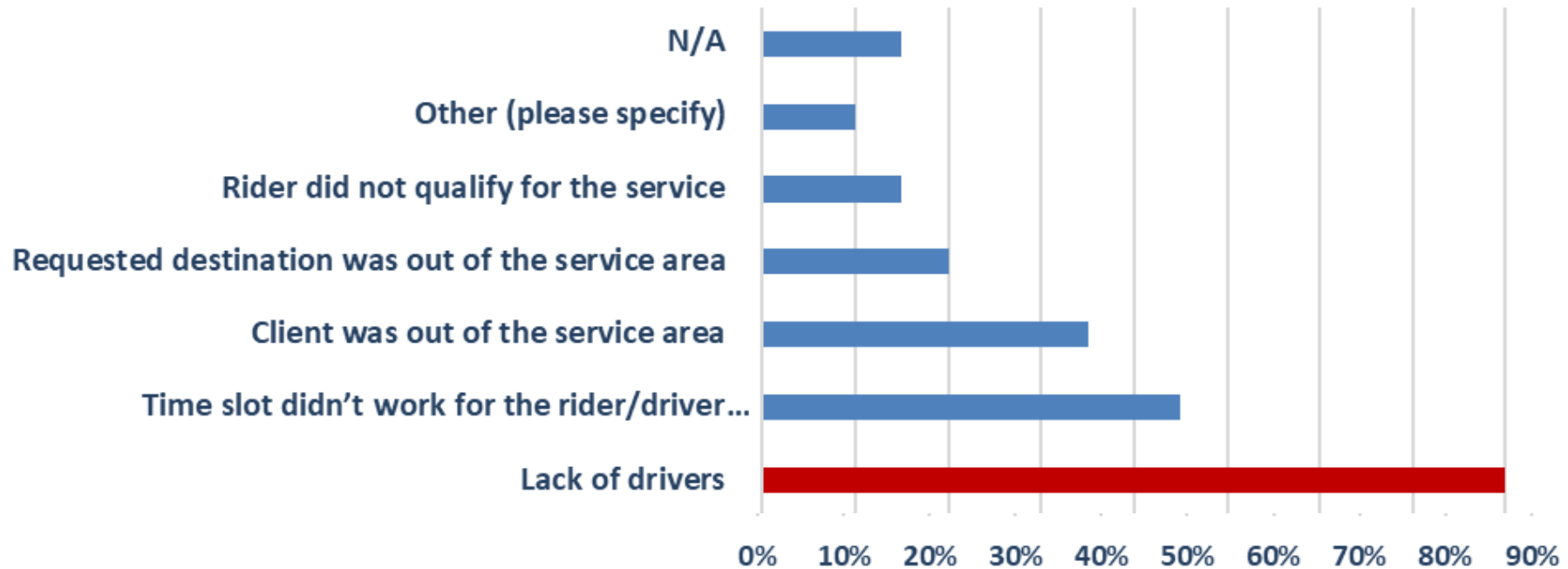
COVID-19 Impacts To Community Transportation Options



NH AHA, Volunteer Driver Initiative

Summer 2020 VDP Survey Results

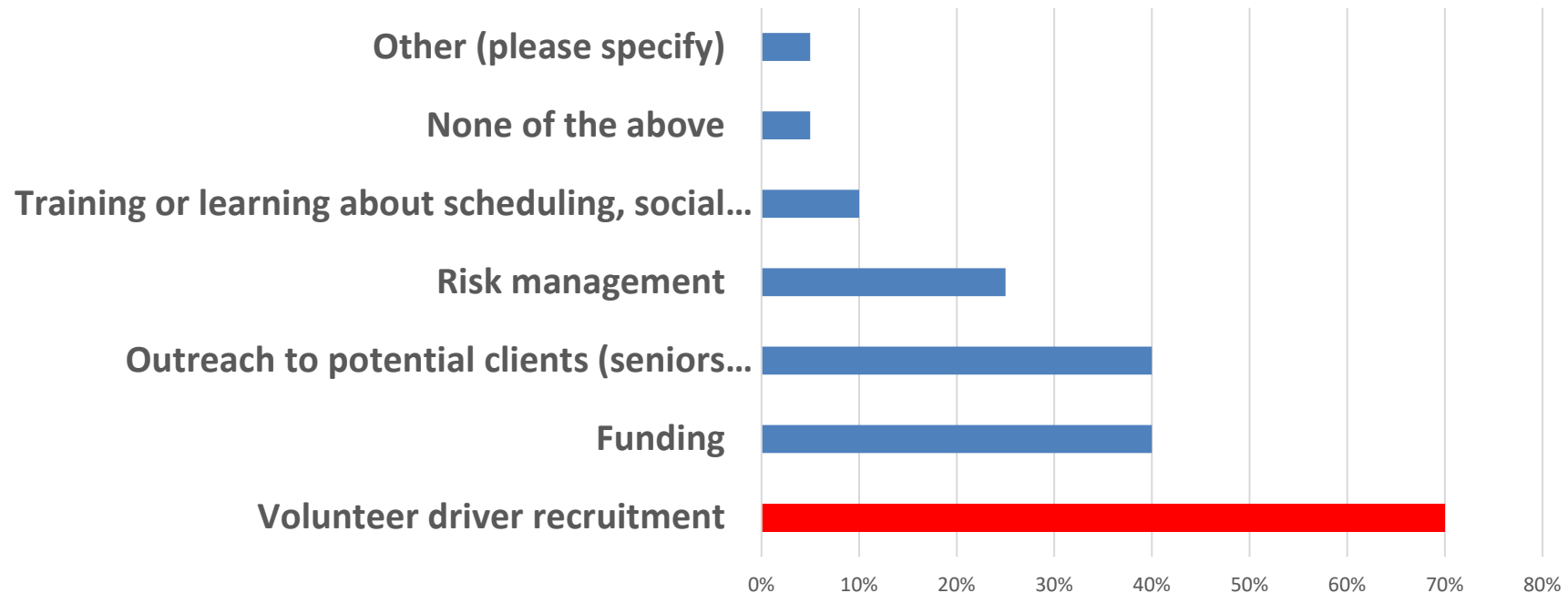
In 2019, which of the following reasons contributed to refusing riders? (check all that apply)



NH AHA, Volunteer Driver Initiative

Summer 2020 VDP Survey Results

Does your volunteer driver program need assistance with any of the following? (check all that apply)



NH AHA, Volunteer Driver Initiative

Where did the funding come from?

In the spring of 2021, the Administration for Community Living (ACL), provided funding to help increase vaccination access and awareness among older adults and people with disabilities. The funds were distributed to the Institute for Health Policy and Practice on behalf of the Center on Aging and Community Living at the University of NH. This was to support the Aging and Disability Resource Center's "No Wrong Door" program.

NH AHA, Volunteer Driver Initiative



Why DHHS Funded the Program

Idea was funded to support Covid vaccine access and education as VDP's serve a critical role in connecting older people and individuals with a disability to medical appointments. Strengthening the VDP network will increase access to vaccines and other Covid related medical appointments

NH AHA, Volunteer Driver Initiative

AHA Transportation Committee Members:

AHA: Jennifer Rabalais
Easter Seals: Fred Roberge
DHHS: Thom O'Conner
SCOA: Rebecca Sky
UNH Center on Aging and Community Living
Alison Rataj
ACT: Jeff Donald
Transport NH: Steve Workman
Regional Planning Commissions:
Scott Bogle, Sylvia von Aulock

VDP Outreach Project Manager

CVTC: Ellen Avery

Volunteer Driver Program Representatives

TASC: Carol Gulla
Ready Rides: Tahja Fulwider
Statewide MM: Teri Palmer
Community Action Program Belknap Merrimack Counties:
Cindy Yanski
American Cancer Society: Amy Deavitt

Consultant Team: Millennium Agency

Project Manager: Linda Fanaras
Project Assistant: Kirsten Wiesner

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

Driver Recruitment Strategies

- Develop brand, [web page](#), enhanced VDP map
- Create media presence, TV, Radio, targeted advertising
- Develop a social media presence



<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

Early Success

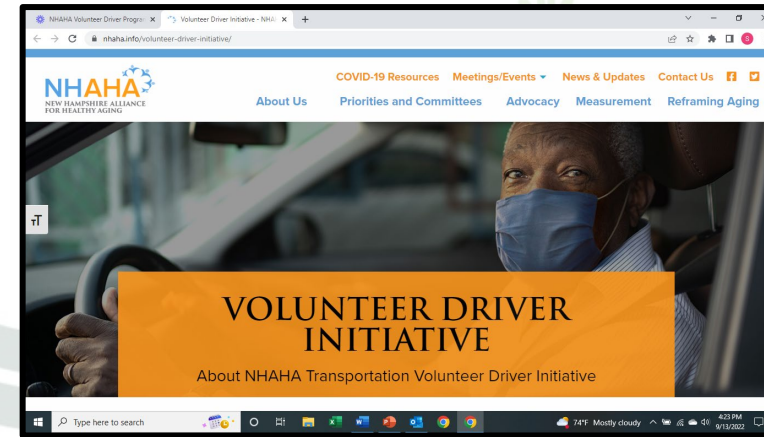
Page views:

**7,195 or 60% of all NHAHA
website traffic**

Unique Page Views: 6,078

Avg. Time on Page: 2:58 min

Entrances: 5,989



*The page is the most viewed of
our top 10 by a considerable
margin.*

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

Driver Recruitment Strategies

Ads:

<https://www.youtube.com/watch?v=fa63Cncsiol>
<https://www.youtube.com/watch?v=Z2pJIQoIRkY>
<https://www.youtube.com/watch?v=6mWTvRqrZP0>

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

VDP Performance Measure Requests (for Drivers)

- 1. Approximately how many volunteers does you VDP organize**
- 2. Prior to the launch of this initiative (July 2022);, on average, how many people per month**
 - a. Contacted you about becoming a volunteer**
 - b. Submitted the paperwork**
 - c. Completed the process and were fully ready to volunteer**
- 3. After the launch of this initiative(July 1, 2022), on average, home many people per month**
 - a. Contacted you about becoming a volunteer**
 - b. Submitted the paperwork**
 - c. Completed the process and were fully ready to volunteer**
- 4. How many of your potential volunteers heard about this volunteer opportunity because of our ads or because of the website?**

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

VDP Performance Measure Requests (for Riders)

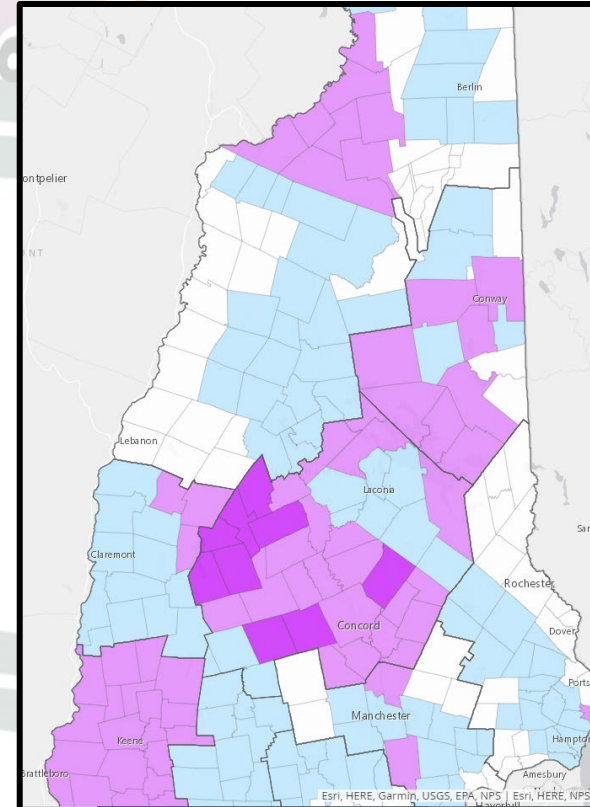
- 1. Prior to the launch of this initiative, on average, how many new riders were identified per month**
- 2. After to the launch of this initiative, on average, how many new riders were identified per month**
- 3. Please share any informational or inspirational anecdotes that you may have about the Volunteer Driver Initiative**

<https://nhaha.info/volunteer-driver-initiative/>

NH AHA, Volunteer Driver Initiative

Next Steps

1. Continue to seek additional funding for outreach.
2. Expand outreach efforts.
3. Work with VDPs to expand their services to the many communities that do not have any transportation options.



NH AHA, Volunteer Driver Initiative

Why is this effort important

- 1. We are all aging, we will all eventually need help staying connected.**
- 2. Approximately 50 % of residents do not know about the transportation services available in their communities**
- 3. Less than 5% who do know, use the services that are available**



Questions? Thoughts? Ideas?



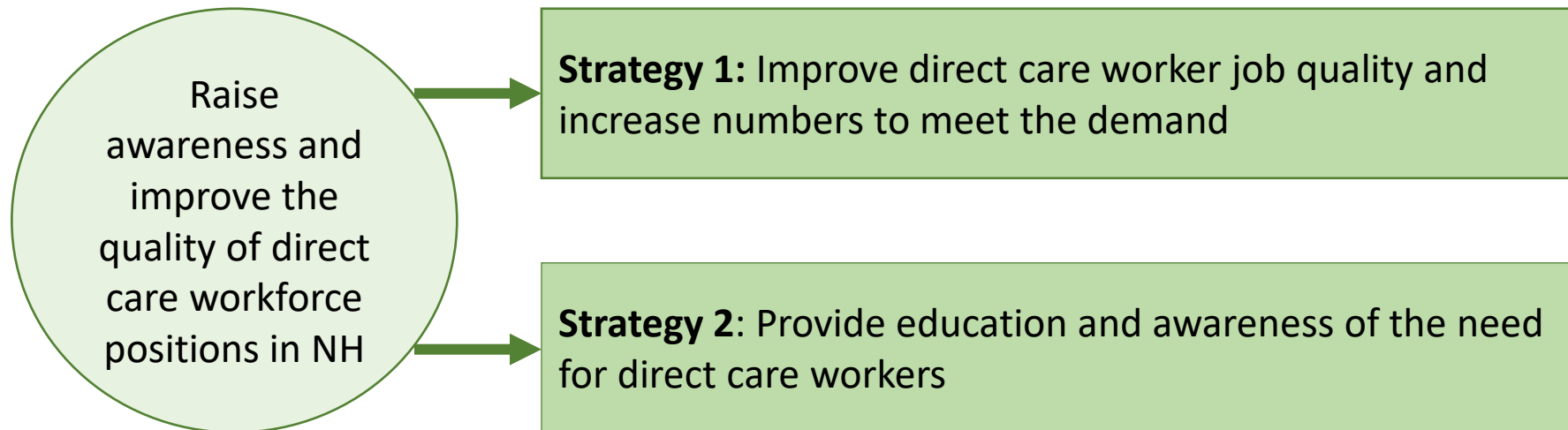
Sylvia von Aulock, Executive Director

svonaulock@snhpc.org

603-669-4664

Southern New Hampshire Planning Commission

NHAHA Direct Care Workforce Workgroup: Strategic Aims



Attend the virtual MEETING!

For *all* direct care workers such as:

- Licensed Nursing Aides
- Home Health Aides
- Direct Support Professionals
- Job Coaches



Your Voice Matters!

Join the conversation to create a Direct Care Worker Council

The council would seek to:

- Provide a professional network
- Solve issues facing the profession
- Inform policy and advocacy
- Advise on training and mentoring
- Serve to elevate the value and respect of the profession

We want to hear from you! As a direct care worker, you provide critical care and support to individuals. Your experience, knowledge, and vision are important to shaping the profession.

The meeting will focus on interest in building a council, what the council's role will be, and how to move forward.

Meeting Details

The meeting will occur the first week of October for 2 hours. Options are included in the registration link. The day and time that works for most will be chosen on September 23.

Register [here](#)



Need assistance or technology to participate?
Email
Laura.Davie@unh.edu for support.



The NH Alliance for Healthy Aging is a statewide coalition focused on the health and wellbeing of older adults. As one of NHAHA's five priority areas, the **Direct Care Workforce Strategic Priority Workgroup** seeks to raise awareness and improve quality of direct care workforce positions in NH. Find out more about NHAHA's Direct Care Workforce work [here](#).



WWW.NHAHA.INFO



Funding for NHAHA is provided by the [Endowment for Health](#) and [Point32Health](#) (formerly Tufts Health Plan Foundation)

Creating a Direct Care Workforce Coalition

NHAHA Quarterly Meeting Advocacy Update



NEW HAMPSHIRE ALLIANCE
FOR HEALTHY AGING



NH ALLIANCE FOR HEALTHY AGING

STRIVING TO FOCUS OUR DEI LENS

Talmira Hill

T. L. Hill Group

September 14, 2022





DESIRED RESULT FOR DEI PROJECT

Ensure that a Diversity, Equity & Inclusion (DEI) lens remains at the center of every AHA Working Group & Committee strategy to advance equity in healthy aging.

A G E N D A

- I. DEI Strategy Recap
- II. NHAHA Working Group & Committee Progress
- III. NHAHA Community Leaders –Engaging Diverse Communities in Hillsborough County Pilot
- IV. DEI Webinar Series – Fall 2022
- V. Discussion Groups

I. DEI STRATEGY RECAP

December 2019 to January 2023

HOW WILL WORKING GROUPS APPLY DEI LENS?



I. DEI CLIMATE SURVEY FOR NHAHA SUMMER 2020

PURPOSE: To establish a baseline that informs a starting point for NH AHA Working Groups and Committees to apply an equity lens to ongoing strategies.

58 NH AHA Participants completed the survey between June 19th and July 22nd, 2020

Response rate was approximately 16%

FROM WHAT I
OBSERVE NH AHA
MIGHT OFFER A
MORE SUPPORTIVE
ENVIRONMENT FOR

- People of color
- People born outside the U.S.
- People with communication access needs and speakers of primary languages other than English
- People with disabilities




PHOTOVOICE PROJECT WINTER 2021

- Anna Adachi-Mejia, PhD
- Perspectives from diverse groups of older adults
- Video series



PowerPoint Slide Show - [AdachiMejia_photovoice_caregiving 020521]



Photovoice as a tool for empowering older adults of color and of language minorities

Presenter: Anna Adachi-Mejia, PhD

0:00 / 13:27

CC ⚙️ 🖥️ 🗨️ 🔍



PHOTOVOICE: 3 KEY THEMES

1. Activity

2. Connection

3. Celebration



WALKING, DANCING,
GARDENING, KNITTING,
"VIEJO-TECAS" ...



WELCOME US. HELP US
MAKE NEW
CONNECTIONS.



HELP ME TO CELEBRATE
WHAT I KNOW. SHARING
BOOKS IN LANGUAGES
OF ORIGIN; HOLIDAYS

II. NHAHA WORKING GROUPS & COMMITTEES

What opportunities are there to apply a DEI lens to Working Group's Strategies?



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NH AHA DEI
QUESTIONNAIRE
FOLLOW-UP
WITH WORKING
GROUPS

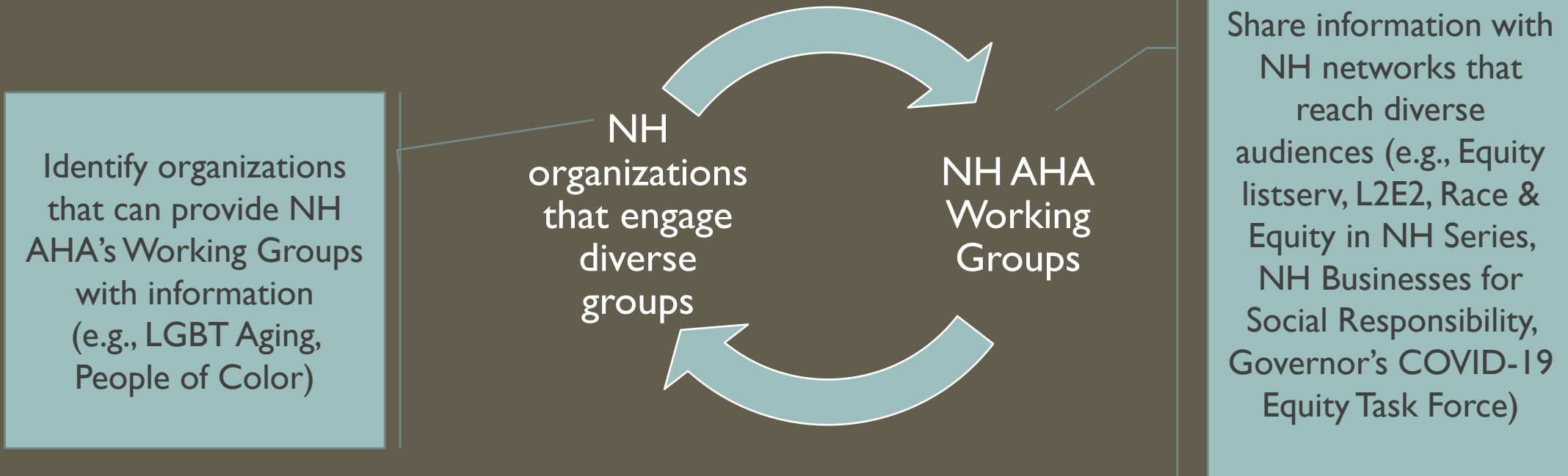
WINTER-
SUMMER 2021



HOW MIGHT WE LEARN MORE?

- EXPAND NHAHA's network of partners
- EXPLORE and JOIN programs & initiatives that advance diversity, equity & inclusion in caregiving
- FIND connections with NH themes & interests

EXPAND NHAHA'S NETWORK OF HEALTHY AGING PARTNERS



CAREGIVING STRATEGIES

1. Increase caregiver friendly workplaces
2. Act as a convener on caregiving issues
3. **Increase caregiver self-identification and awareness**
 - **Caregiving Flyers**
 - **Quarterly Coffee & Caregiving gatherings of groups that support caregivers**



CAREGIVING FLYERS

- Where are caregiving flyers posted?
Have they reached diverse communities in Hillsborough County?
- Caregiving flyers are in several languages. Do people who speak those languages read them?
- What else can we do to make sure the caregiving flyers are reaching diverse communities?



QUARTERLY COFFEE & CAREGIVING GATHERINGS

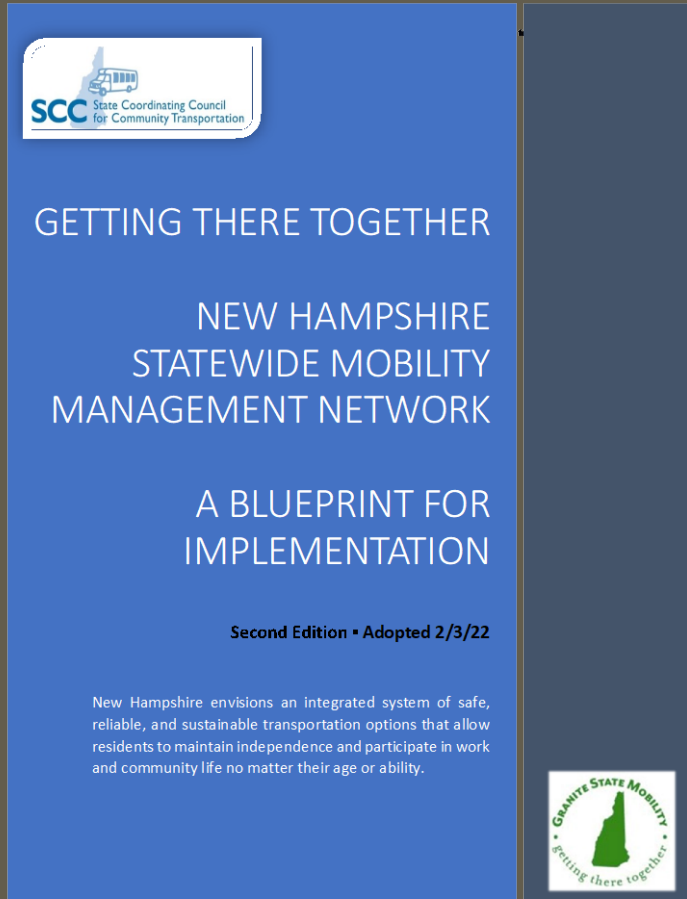
- Where are quarterly gatherings held?
- Are people from diverse communities invited to participate?
- Would it be helpful to host a caregiver gathering in Hillsborough County?
- What would it take to make this opportunity available to more communities?





TRANSPORTATION OBSERVATIONS

- Requests for better signage and benches are universal among older adults, not just people of color.
- NH doesn't track the race/ethnicity of riders. How would we do that? Do the demographics of ridership align with demographics of the communities served?
- These improvements are tied to funding – valid but hard to solve without resources.
- A lack of regulation makes it harder to get every town to comply with recommendations.
- Although hiring Spanish-speaking drivers “would be ideal,” transportation agencies are struggling to hire drivers.



STEVE WORKMAN'S CRITICAL ROLE

- Serving on the planning/ interventions team for NHAHA Community Leaders
- Connecting with NH's Mobility Managers
- Integrating inclusive strategies into statewide DEI transportation initiatives

WORKFORCE ISSUES & STRATEGIES



Increase education and awareness of the need for direct care workers.



Increase the number of paid caregivers in the NH workforce.



Promoting diversity in the workplace through

education, networking and training.

Programs & Services[Advocacy](#)[Climate Action Challenge](#)[Cornerstone Award](#)[Diversity, Equity & Inclusion
Basecamp](#)[Just One Thing](#)[Measure What Matters NH](#)[Member Socials](#)[NH Workplace Racial Equity
Learning Challenge](#)[NH Sustainability Awards](#)[Partnership for Innovation
Award](#)[Spring Conference](#)[Sustainability Slam](#)[The Art of Conscious
Leadership](#)**NHWRELC**

Presented by New Hampshire Businesses for Social Responsibility

*"Not everything that is faced can be changed, but nothing can be changed
until it is faced." ~ James Baldwin*

NH BUSINESSES FOR SOCIAL RESPONSIBILITY



ADVANCING EQUITY THROUGH POLICY ADVOCACY

RESOURCES & TOOLS: DIVERSE ELDERS COALITION

[About Us](#)[Advocacy](#)[Resources for Aging](#)[Blog](#)

We **advocate** for the unique
needs of **our communities**.

[Learn More](#)

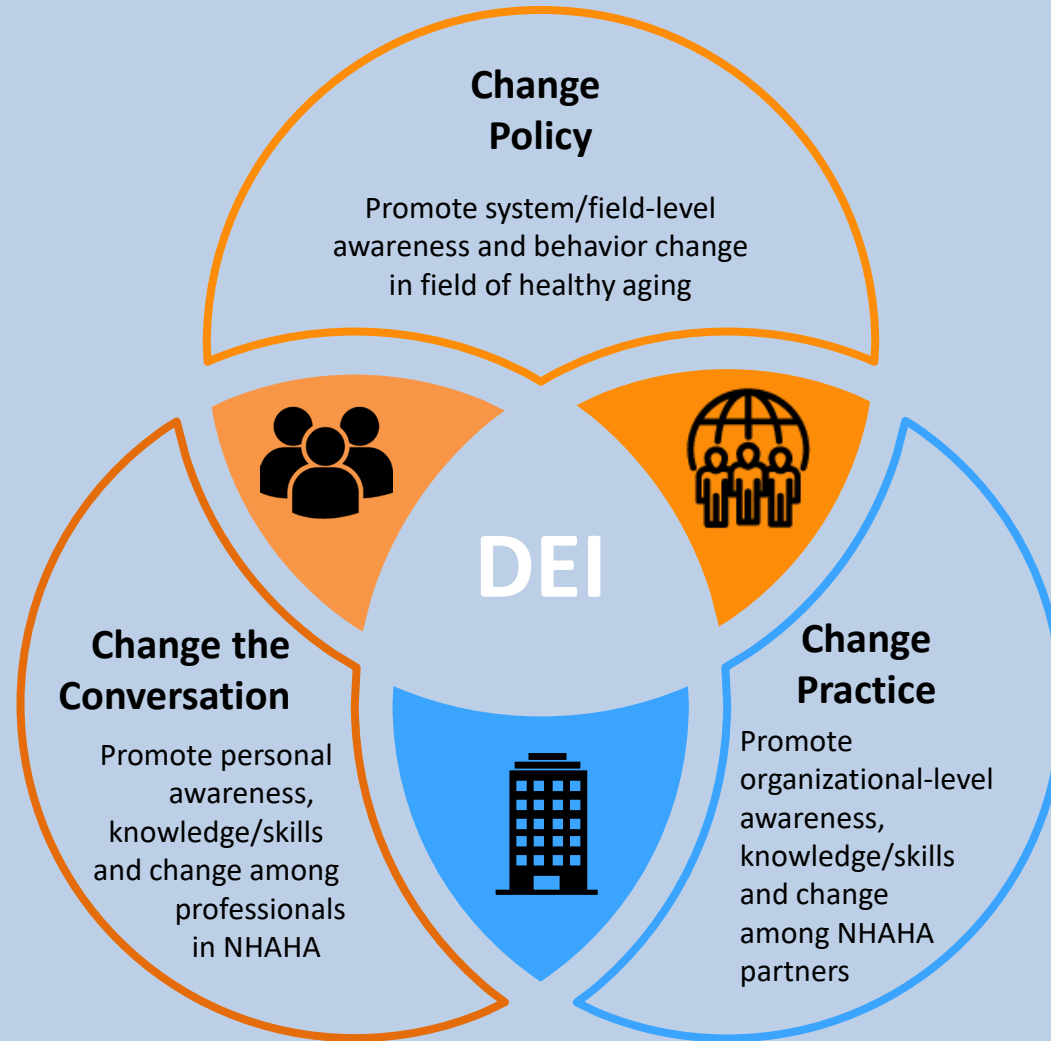
Diversity, Equity and Inclusion Committee Objectives

Objective 1

Utilize a strategic approach to ensure Diversity, Equity and Inclusion (DEI) becomes embedded within NH Alliance for Healthy Aging (NHAHA).

Objective 2

Use the resources of the DEI committee to serve in a bridging role between priority populations (older persons who are LGBTQ, people of color or people with disabilities) and the core priorities and activities of NHAHA.



Objective 3

Promote system change to advance equity and end systemic oppression within and through NHAHA.

Objective 4

Advance LGBTQ friendly health care and social supports for older persons within and through NHAHA.



LGBT Issues in Aging

- Gen Silent screenings
- Dr. Kristen Porter, LGBT Readiness Assessment
- Virtual training sessions for organizations ready to take steps to become more LGBT Aging friendly

OLDER ADULTS WITH DISABILITIES

III. HEALTHY AGING IN NH'S DIVERSE COMMUNITIES

Engaging Communities in Hillsborough
County

Marilyn Watson

AGING WITH DIGNITY PILOT SURVEY

- Spring 2021: Survey administered online to networks of People of Color in NH
- Response rate: 15% ; Hillsborough County highest representation (Manchester, Nashua)
- Respondents identified **top issues** of concern for POC aging in NH



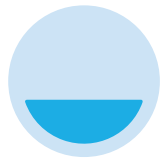
This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)



4 Pillars

1. Access to care
2. Ability to age at home
3. Caregiver concerns
4. Prolonged health issues

Aging Well: An Inclusive Strategy for Hillsborough County

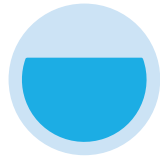


January-May
2022

Convened 9-12 BIPOC community leaders to develop an inclusive strategy to pilot in Hillsborough County

Developed a Theory of Change

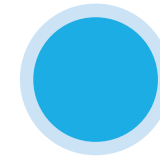
Proposed a Workplan for a Pilot Strategy



June-August
2022

Submitted an interim report to NHAHA with an overview of key themes, issues, a preliminary Theory of Change, and a proposed workplan.

Securing resources to begin implementing the pilot strategy.



September 2022
– August 2024

Begin to implement a 2-year workplan to pilot the proposed strategy in Hillsborough County.

Contribute to related efforts of NHAHA by coordinating with Working Group & Committee strategies.

What are pressing needs for older adults?

- Disparities among people of color continue to be a major socioeconomic and societal issue.
- Cultural responsiveness must be intentional, but we don't know what "cultural responsiveness" means.
- Low income plagues the ability to fund retirement and to support adult children who otherwise would care for their elders.
- Older adults are lonely. Isolation of older adults is concerning. We need centers in the community where people can go to get information and feel connected to others.
- Preparing for death and burial of elders in culturally meaningful ways can be challenging for younger generations.
- We need to ACT, not just talk.

Observations about Aging

1. The **lived experiences** of BIPOC and other diverse community members (e.g., people whose first language is other than English, LGBTQIA+, people with disabilities, etc.) must be centered in this work. “Nothing about us without us.”
2. An **intergenerational** and **intersectional** approach to aging is essential. Aging involves young and older family members, but younger generations approach aging differently.
3. **Culturally responsive** approaches are critical (e.g., access to communication and language supports, burial preferences, ability to age with family, etc.).



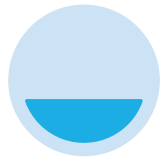
DESIRED
RESULT
(*GOAL*)

Improving access to care
among adults, across
generations and diverse
cultural identities, and
their families in
Hillsborough County.

NHAHA COORDINATION: HILLSBOROUGH COUNTY PILOT

- Caregiving
- Transportation
- Advocacy
- Workforce
 - ❑ Heightening awareness of existing resources
 - ❑ Influencing agencies, policies, and communities to expand resources to be more inclusive of all people and families

Proposed Workplan – Key Activities

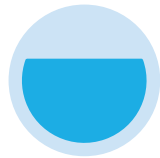


June 2022

Prepared and submitted an interim report to NHAHA with key themes, issues, a Theory of Change, and a proposed workplan for Hillsborough County.

Began to identify culturally appropriate resources for language and communication access.

Began to identify additional sources of funding for the pilot.



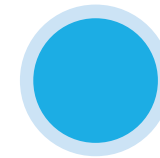
July 2022

Identify and secure community “hubs” for a pilot in Hillsborough County and their support needs.

Identify NHAHA and other aging related informational resources by category.

Identify candidates for assembling a cadre of interns with stipends to work with community “hub” leaders.

Share information at summer multicultural festivals & events



August-
September 2022

Identify community “hubs” and determine how NHAHA can best exchange information about healthy aging and learn the needs of diverse communities.

Share information with diverse communities about NH’s healthy aging resources through informal gatherings and events.

Design a pilot strategy that can be piloted beginning in September.

IV. NHAHA DEI WEBINAR SERIES

Deepening the DEI knowledge across all NH
Alliance for Healthy Aging Partners

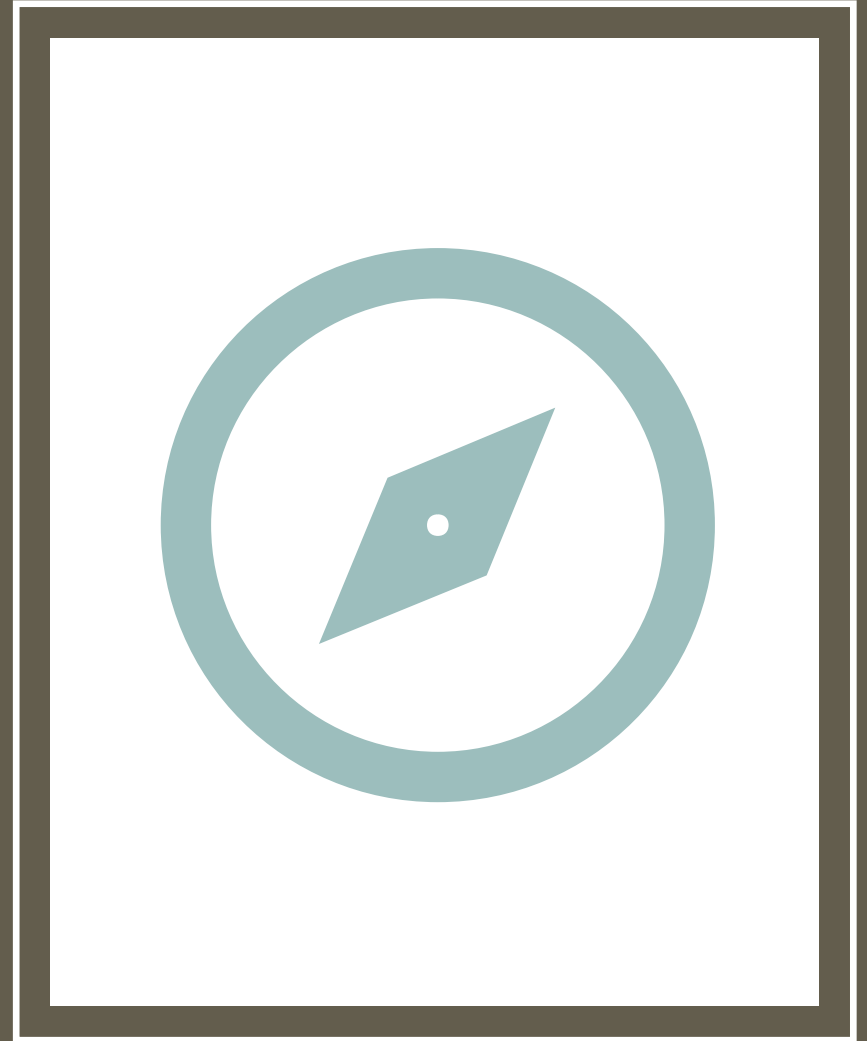
Navigating Unconscious Bias Workshop

Thursday, September 29, 2022

9:30 – 11:00 a.m.

Via Zoom

Marguerite Fletcher, JD
Fletcher Consulting



SMALL GROUP DISCUSSIONS

- 1) What are you still *curious* about based on NHAHA's emerging work to improve access to care among adults across generations and diverse cultural identities and their families in Hillsborough County?
- 2) What *issues* related to diversity, equity, and inclusion (DEI) would you like to better address in your work to advance healthy aging NH?



THANK YOU!

Contact Jennifer Rabalais (Jennifer.Rabalais@unh.edu)

Talmira Hill (talmira@tlhillgroup.org)

Marilyn Watson (pejuta4@icloud.com)

with additional thoughts.

Upcoming NHAHA Quarterly Meeting Dates

Thursday, December 8th, 2022

Thank you for participating!

For questions or additional information, contact:

Jennifer Rabalais

jennifer.rabalais@unh.edu