

## 6 Stakeholder Survey

As part of the research for this study we also conducted a stakeholder survey amongst public officials, representatives of non-profit organizations and members of faith-based groups. The survey was not intended to be representative of all the organizations and people working on senior health issues but to support and enhance the statistics and data with qualitative context. We also wanted to gauge the experts' opinions on how they see the issues they are working on evolve in the future.

Of an initial 22 invitations to complete the online survey, 15 responded (68 percent). Three respondents coordinated their answers such that a single response was submitted and one respondent wrote that senior issues were only marginally part of her job.

Responses were treated confidentially and in this chapter we therefore only summarize the results from the survey.

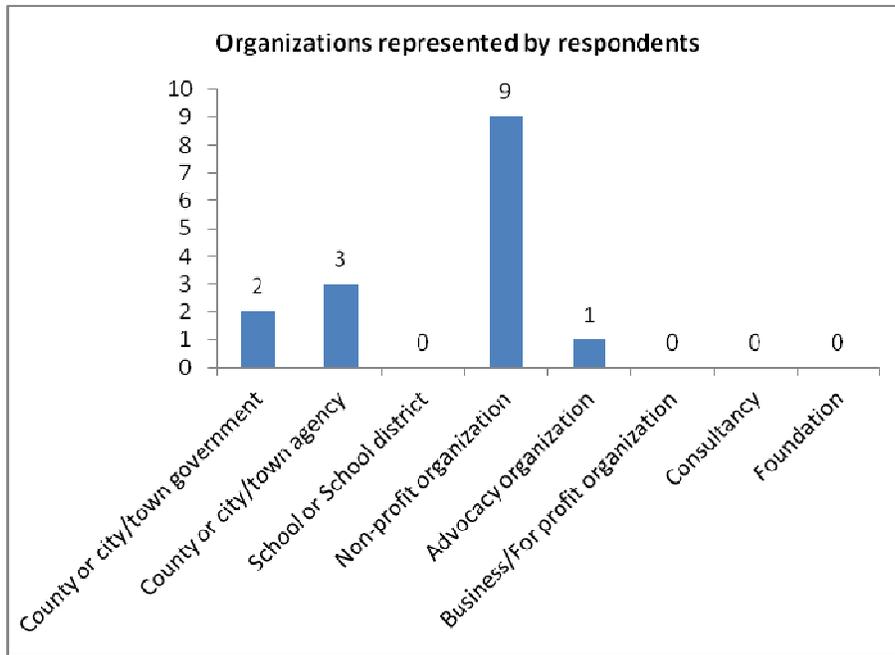
### 6.1 Question 1: Name of Organization

We received responses from the following 13 organizations (number of responses in parentheses)

Kaiser Permanente (1)	Catholic Charities CYO (1)
Lesley Senior Communities (1)	SMC Commission on Aging (1)
Ombudsman Services of SMC, Inc. (1)	Hospital Consortium of SMC (1)
SMC Health System (2)	Peninsula Family Service (1)
SMC Aging and Adult Services (2)	Self-Help for the Elderly (1)
Mission Hospice & Home Care (1)	Peninsula Volunteers, Inc. (1)
Veterans Mem. Senior Center, Adaptive Phys. Ed. Program (1)	

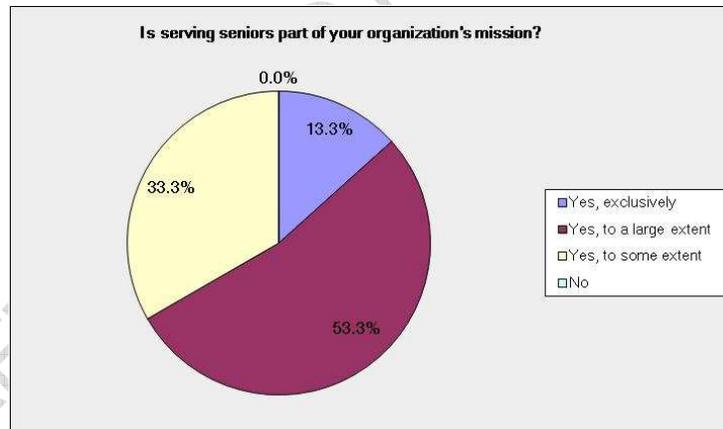
### 6.2 Question 2: Organization

The majority of respondents represent non-profit organizations (9 out of 15), five work for city or county governments or agencies and one respondent is affiliated with an advocacy organization.



### 6.3 Question 3: Organization’s Mission

While all of the respondents state that their organizations and agencies deal with senior issues to some extent, more than 66 percent (10 out of 15) said they do so to a large extent or even exclusively.



### 6.4 Question 4: Types of work undertaken by the organization

This question provides some insight on the specific areas that non-profit organizations as well as government and public agencies work on to improve senior health in the county. The most frequently selected answer categories were injury prevention and social support (80 percent each), followed by support with healthy aging at home (73.3 percent) and access to medical care (66.7 percent).

Answer Options	Response Percent	Response Count
Provision of medical care	40.0%	6
Provision of mental care	33.3%	5
Provision of dental care	13.3%	2
Provision of vision care	20.0%	3
Access to medical care	66.7%	10
Access to mental care	40.0%	6
Access to dental care	26.7%	4
Access to vision care	33.3%	5
Support with healthy aging at home	73.3%	11
Support with transition to retirement home	33.3%	5
Transportation services	53.3%	8
Injury prevention support	80.0%	12
Social support	80.0%	12
Senior abuse prevention and/or support	60.0%	9
Legal services for seniors	6.7%	1
Information on available resources	60.0%	9
Other (please specify)		6

In addition, six respondents added

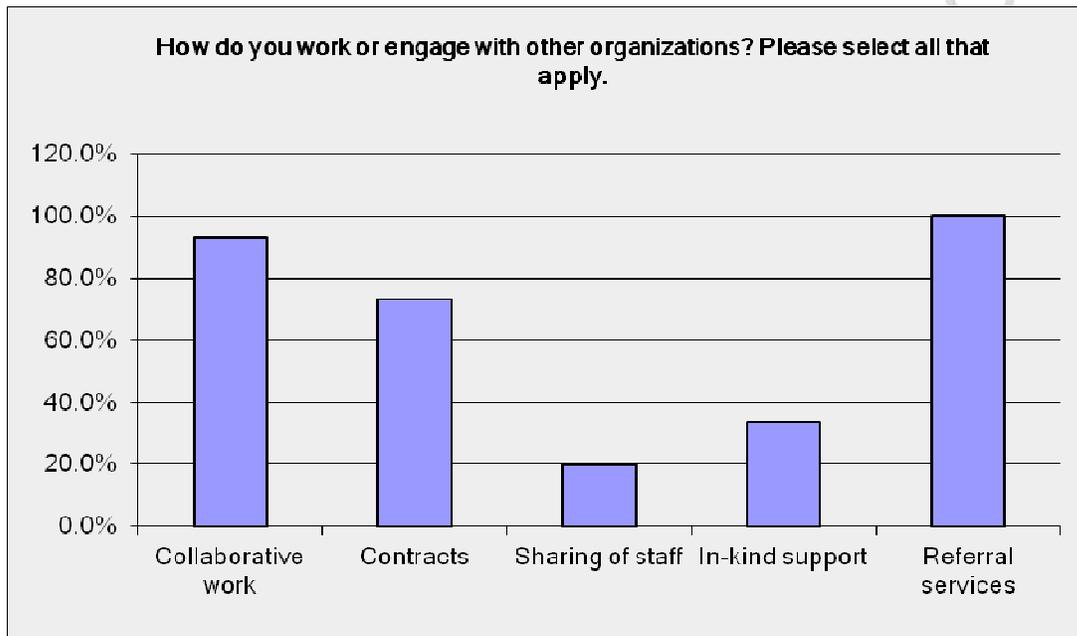
- Provision of affordable housing and services
- Advocates for seniors and dependent adults living in long-term care facilities
- Hospice, palliative, home and transition care
- Primarily fall prevention and physical fitness enhancement
- Senior Nutrition programs, Health Insurance Counseling & Advocacy Program (HICAP), Health Education and Prevention programs.
- Housing, nutrition, adult day care.

### 6.5 Question 5: Time that the organization has been doing this work

The majority of organizations represented by the respondents have worked for more than ten years on senior health issues and two for 4-10 years.

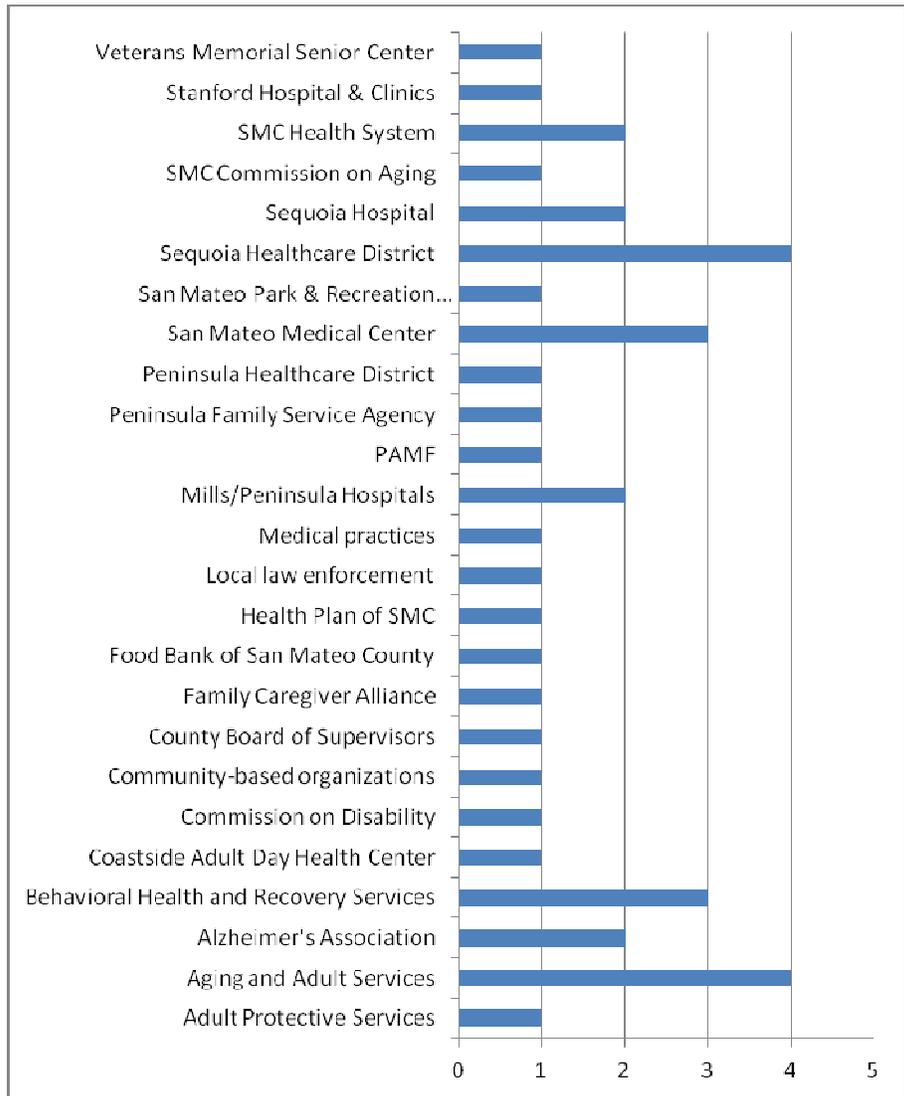
### 6.6 Question 6: Cooperation with other organizations

This question allowed multiple selections but it is remarkable that all organizations represented in the survey are engaged in one or more forms of cooperation with others. The most frequently selected answer options are referral service (100 percent of respondents) and collaborative work (93.3 percent).



### 6.7 Question 7: Primary collaborators

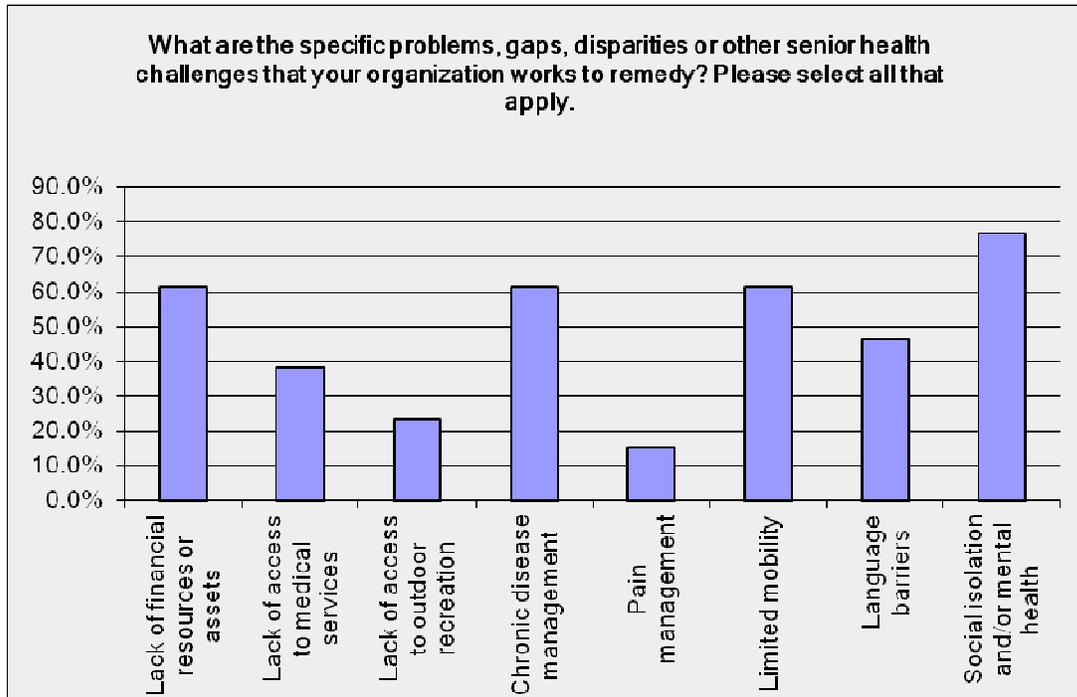
This question asked the respondents to name the three organizations that they primarily work with. Among the numerous names given, Aging and Adult Services, Behavioral Health and Recovery Services and Sequoia Healthcare District were named most often.



PAMF=Palo Alto Medical Foundation

### 6.8 Question 8: Specific problems, gaps and disparities addressed by organization

Social isolation and mental health are the challenges that most respondents state their organizations work on (77 percent), followed by lack of financial resources or assets, chronic disease management and limited mobility (all 61.5 percent). Lack of access to outdoor recreation is selected least often (23.1 percent).



### 6.9 Question 9: Programs run by organization

There is substantial diversity in the programs and services provided by the organizations surveyed. While some organizations focus on specific aspects, others provide a wide spectrum of services and information. We did not attempt to categorize these programs and services because it would inevitably lead to an information loss. The following table therefore lists the programs and services as stated by the respondents.

Kaiser Permanente	Senior Advantage Medicare Coverage
Lesley Senior Communities	Food Program that provides 730 meals per day; Assisted Living that provides a range of services including med management and assistance with ADL's; Recreation Program available to all 550 residents
Ombudsman Services of San Mateo County, Inc	Advocacy
San Mateo County Aging and Adult Services	Adult Protective Services, In Home Supportive Services, Public Guardian, Multi-Purpose Senior Services Program, Area Agency on Aging
San Mateo County Aging and Adult Services	In Home Supportive Services (IHSS), Multipurpose Senior Services Program (MSSP), Linkages, Information and Referral (TIES Line), Adult Protective Services, Public Guardian, 24-Hour Response Team, Public Authority, Representative Payee, Area Agency on Aging
Mission Hospice and Home Care	Hospice, home care and transition services
Veterans Memorial Senior	Adaptive Physical Education; Active Aging Week

Center--Adaptive Physical Education Program	
Catholic Charities CYO	Silver Alert, Continuum of Care, Adult Abuse
San Mateo County Commission on Aging	Case Management, Adult Day Services, Alzheimer's Day Care Resource Center, Senior Center, Counseling and Behavioral Health Care
Hospital Consortium of San Mateo County	POLST, Fall Prevention, Community Health Needs Assessment, Stroke Prevention, Reducing Hospital Readmits/Transition of Care from Hospitals
Peninsula Family Service	Sequoia Hospital Homecoming Program, Peninsula Circle of Care, Senior Peer Counseling, Elder Talk, Case Management, Fair Oaks Wellness Services
Self-Help for the Elderly	HICAP, Senior Nutrition and Home Delivered Meals, Case Management, Wellness Programs, Chronic Disease Self-Management Program, Weekly Brown Bags, Specific interest/hobby classes, Daily Exercises.
Peninsula Volunteers, Inc.	Little House Adult Activity Center, Rosener House Adult Day Service, Meals on Wheels, Peninsula Volunteer Properties

### 6.10 Question 10: Targeted recipients of programs or services

Almost all respondents state that their organizations serve all seniors (92.3 percent), followed by seniors living in senior living facilities (69.2 percent). Six respondents each appear to focus on either older men or women (46.2 percent each). One respondent lists adults with disabilities.

**Who are the targeted recipients of these programs? Please select all that applies.**

Answer Options	Response Percent	Response Count
All seniors	92.3%	12
Male seniors	46.2%	6
Female seniors	46.2%	6
Younger seniors (appr. 65-79 years)	53.8%	7
Older seniors (appr. 80+ years)	53.8%	7
Healthy seniors	53.8%	7
Seniors with certain health conditions	53.8%	7
Mobile seniors	53.8%	7
Seniors confined to the home or bed	53.8%	7
Seniors with immigrant background	61.5%	8
US-born seniors	61.5%	8
Seniors living at home	53.8%	7
Seniors living in senior living facilities	69.2%	9
Low-income seniors	61.5%	8
Middle-income seniors	53.8%	7
High-income seniors	38.5%	5
Low-income, asset-rich seniors	61.5%	8
Other (please specify)		1

### 6.11 Question 11: Approaches and methods used to address senior health issues

The most commonly used path to reach and support seniors is through information material (91.7 percent). Seventy-five percent organize community activities for seniors. At home visits and the provision of health products and services also rank high at 66.7 percent each. In contrast, telephone information or hotlines are only listed by a third of the respondents.

**What approaches, methods and tools does your organization use to address senior health issues? Please select all that apply.**

Answer Options	Response Percent	Response Count
Financial support to seniors	25.0%	3
Provision of health products or services to seniors	66.7%	8
Provision of transportation services	50.0%	6
Support with grocery shopping and/or other errands	25.0%	3
Workshops for seniors	58.3%	7
Information material for seniors	91.7%	11
Community activities for seniors	75.0%	9
Operation of telephone information lines or hotlines	33.3%	4
At home visits	66.7%	8
Other (please specify)		5

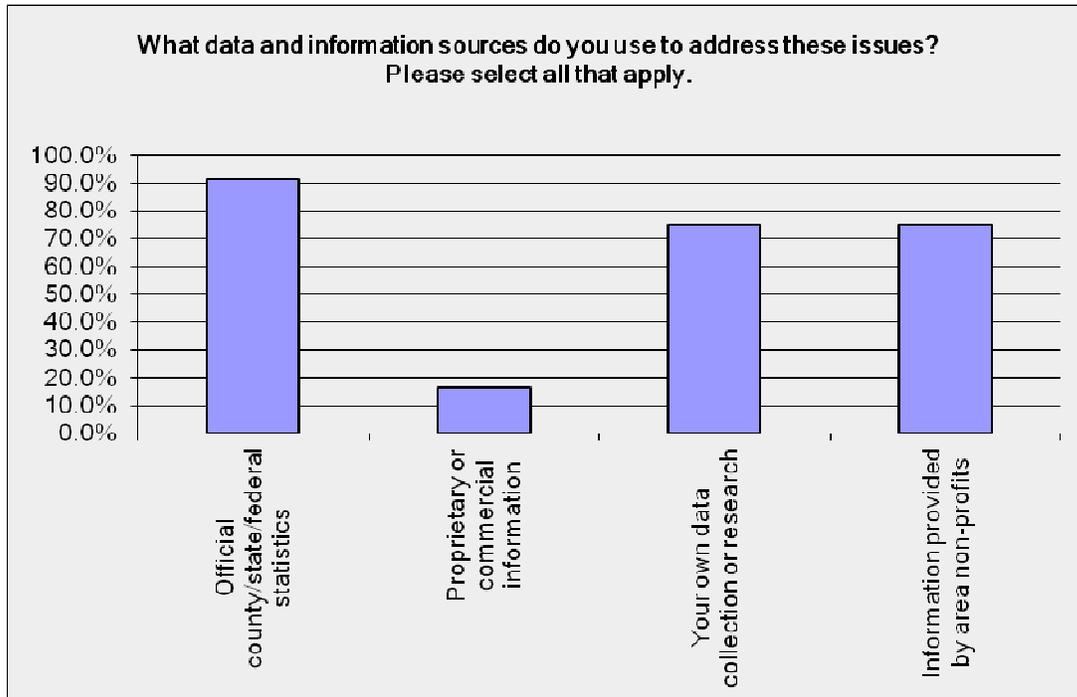
Additionally named methods are:

- Making unannounced visits to facilities and work to resolve problems on behalf of the residents
- Providing financial assistance as requested; our service/workshops are exercise and health related; we provide some transportation, and coordinate Redi-Wheels as needed; we have information and referral information to distribute as needed<sup>1</sup>
- Supporting accessing services, caregiver education and support, counseling services
- Providing bilingual and bicultural services to Asian seniors to increase their access to existing services in San Mateo Count
- Providing Meals on Wheels, low-income senior subsidized housing, adult day care.

### 6.12 Question 12: Information sources used

As part of the work done by the respondents' organizations, data and information may play a crucial role. The majority of respondents state that they use official statistics (91.7 percent). Many also collect their own data or use information provided by non-profits in the area (75 percent each). One respondent states that they have access to records (e.g., medical, financial, etc) on an as need basis and with the senior's prior consent.

<sup>1</sup> Slightly edited.

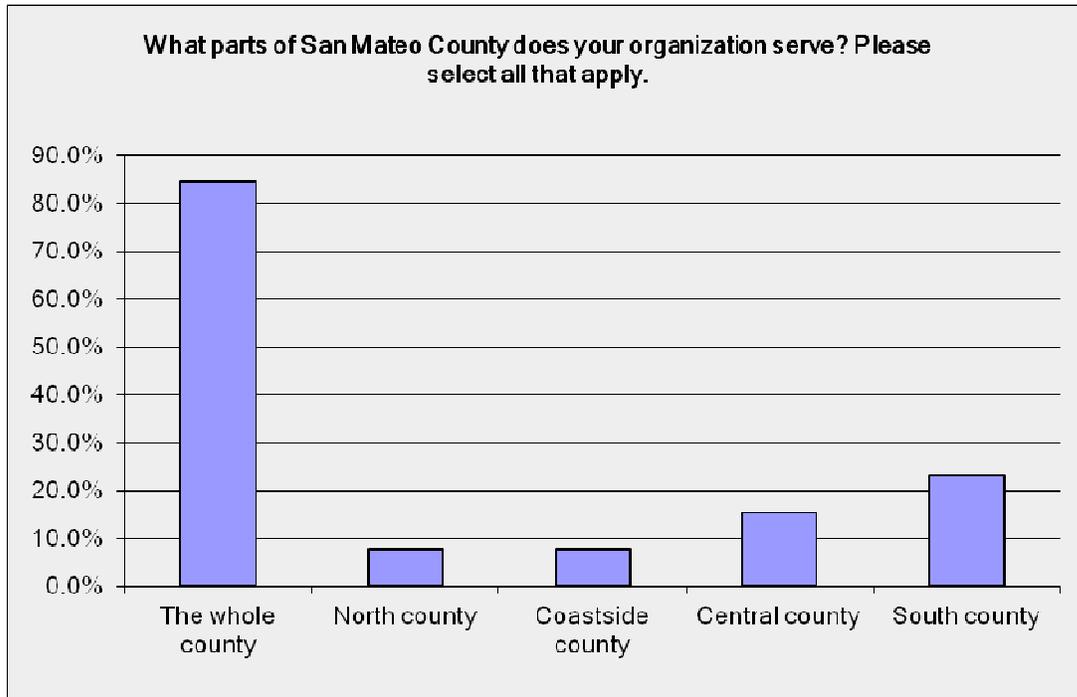


### 6.13 Question 13: Part of San Mateo County served

Eighty-five percent of respondents said that their organization serves the entire county, while nearly a quarter focus on the South County and even smaller proportions on Central (15 percent), North and Coastside (7.7 percent each) parts of the county.

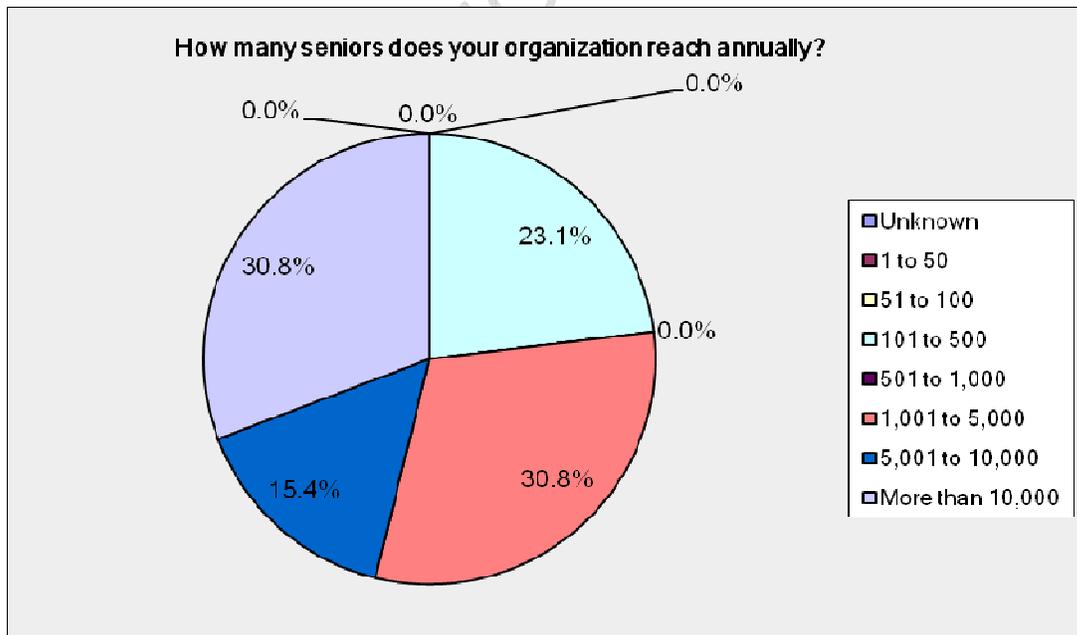
Two additional comments state that their organization

- primarily serves the South county but do not turn anybody away
- also has programs in San Francisco and Marin Counties.



**6.14 Question 14: Number of seniors reached annually**

A quarter of respondents say their organizations reach between 101 and 500 seniors annually. All other respondents work with at least 1,001 per year and a 30 percent reach more than 10,000.



### 6.15 Question 15: Measuring effectiveness of organization’s work

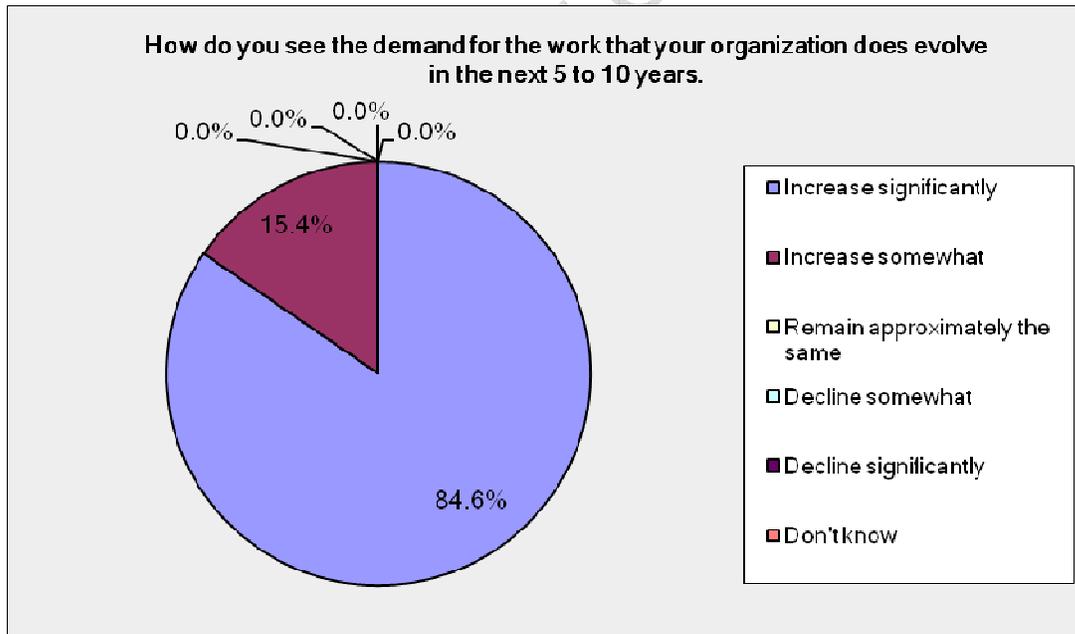
The majority of respondents say that their organizations make use of surveys to gauge the effectiveness of their work. Since collaboration with other organizations and stakeholders is the norm, it is also not surprising that feedback from partner organizations is another main avenue for assessing efficacy. Also relevant from an accountability and transparency perspective is that independent reviews are used by the organizations of six respondents.

**How does your organization measure the effectiveness of its work. Please select all that apply.**

Answer Options	Response Percent	Response Count
Independent review	50.0%	6
Survey among those served	91.7%	11
Feedback solicitation at time of service	66.7%	8
Feedback from partner organizations	75.0%	9
Based on material or services provided during the year	50.0%	6
Annual sales	0.0%	0
Other (please specify)		4

### 6.16 Question 16: Future demand for organization’s work

Not unexpectedly, almost all respondents expect a significant growth in demand for their organization’s work while 15.4 percent see a more moderate increase in demand.



### **6.17 Question 17: Main obstacles or challenges to organization's work aside from financial resources**

The open-ended question highlights the diversity and complexity of constraints faced by the organizations represented in the survey:

- Senior Population is a growing demographic in San Mateo County. Housing, Home Care, Extended Care, Hospice, Caregiver Relief and Support
- Transforming old housing stock into healthy and supportive living environments; Securing additional rental subsidies for extremely low income residents; Competing for funds with so many other organizations in this economy; Expanding relationships with healthcare providers
- Recruitment of field ombudsman (volunteers) to make the visits and work to resolve the residents' complaints
- Integration of resources and services, staffing resources, increased demand
- Reaching/educating doctors, nurses, discharge social workers, i.e. the referral sources for the clients we serve
- Available staff to do outreach education
- Getting the word out to older adults, getting older adults to accept help, remove the stigma of behavioral help support
- We only have one site and inadequate resources to open other sites especially in the southern part of San Mateo county
- Overcoming resistance to using day care, marketing to those who could really use the programs, sufficient staff/volunteers to expand Meals on Wheels, coordination with hospitals and health care providers, available properties to build senior housing.

Some common threads appear to be the need to (and challenges posed by) better integrate and coordinate services, reaching different segments of the senior population (outreach, cultural differences), problems associated with a lack of economies of scale (staff, sites), competition among the various organizations for limited funds (grants and other types of funding), and removing stigmata and resistance.

### **6.18 Question 18: Steps taken to address these challenges**

From the respondents answers to this open-ended question transpires that the organizations are actively seeking new and effective means to address the challenges they face:

- We are constantly working on improving the quality and continuum of care for our senior population
- We are currently experimenting with increasing the number of trainings we hold each year; in addition we will hold the trainings at alternative times, including nights/weekends, in an attempt to attract a younger demographic
- Coordinated with other agencies, promoted long term care integration of service
- Hiring staff and inter agency collaboration
- Potential partnership with YMCA for expansion
- Working collaboratively with our nonprofit partners to develop a speakers bureau
- Inventory meeting to decide what we can and cannot reasonably achieve

- Applying for grant to subsidize a Health Educator
- work with our marketing department to reach the media
- Outreach to more funders to increase capacity to serve more seniors
- Much outreach, seeking marketing assistance, collaborations, public relations and information campaigns.

### **6.19 Question 19: Additional comments**

Some respondents provided additional thoughts and comments:

- There is a critical lack of low income assisted living facilities.
- "So long as one remains a monk, one goes on ringing the bell."
- Seniors need prevention oriented services, not simply disease amelioration. Future health planning and health financing needs to emphasize that direction much more than the current system does or than we see anticipated by health care insurers/HMIOs. Adult Day Care needs far more financial support, as it's more cost-effective than alternatives.

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