

# Partners in Remodeling for Aging in Place

October 9, 2007



# AARP's Involvement

- 1) AARP's Social Impact Agenda
- 2) Changing Demographics
- 3) What We Know & What We Have Learned
- 4) Things to Remember

# 1) AARP's Social Impact Agenda

- In 2005, AARP began this 10-Year Agenda
- The Goal:

**People 50+ will have  
Independence, Choice & Control  
in ways that are beneficial and  
affordable for them and for society as  
a whole**

# 1) AARP's Social Impact Agenda

- Economic Security
- Health & Supportive Services
- *Livable Communities*
- Global Aging

# 1) AARP's Social Impact Agenda

For AARP, a *livable community* is one that has:

- affordable & appropriate housing,
- supportive community features & services,
- and adequate mobility options

Together these will facilitate personal independence & the engagement of residents in civic & social life.....  
Successful Aging

# 1) AARP's Social Impact Agenda

- **Beyond 50.05—A Report to the Nation on Livable Communities: Creating Environments for Successful Aging**
- **Livable Communities: An Evaluation Guide**

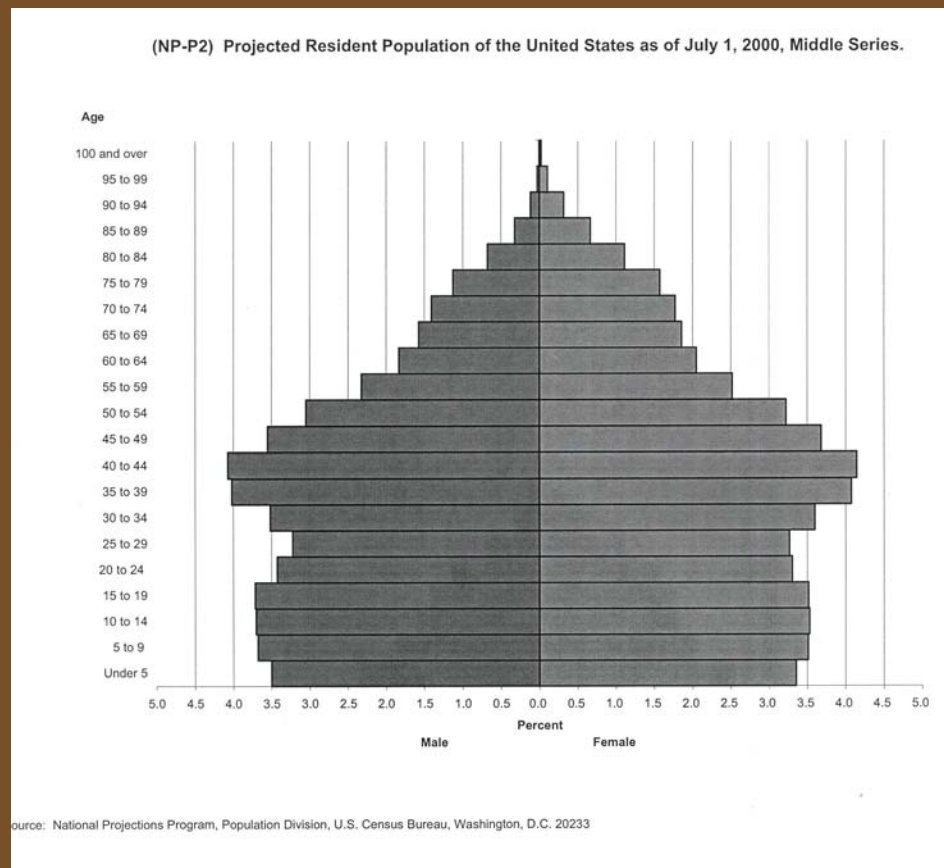
both are available at

<http://www.aarp.org/beyond50>

## 2) Changing Demographics & #'s

- **Why focus on aging?**
  - **It's the Demographics**
  - **It's the Numbers**

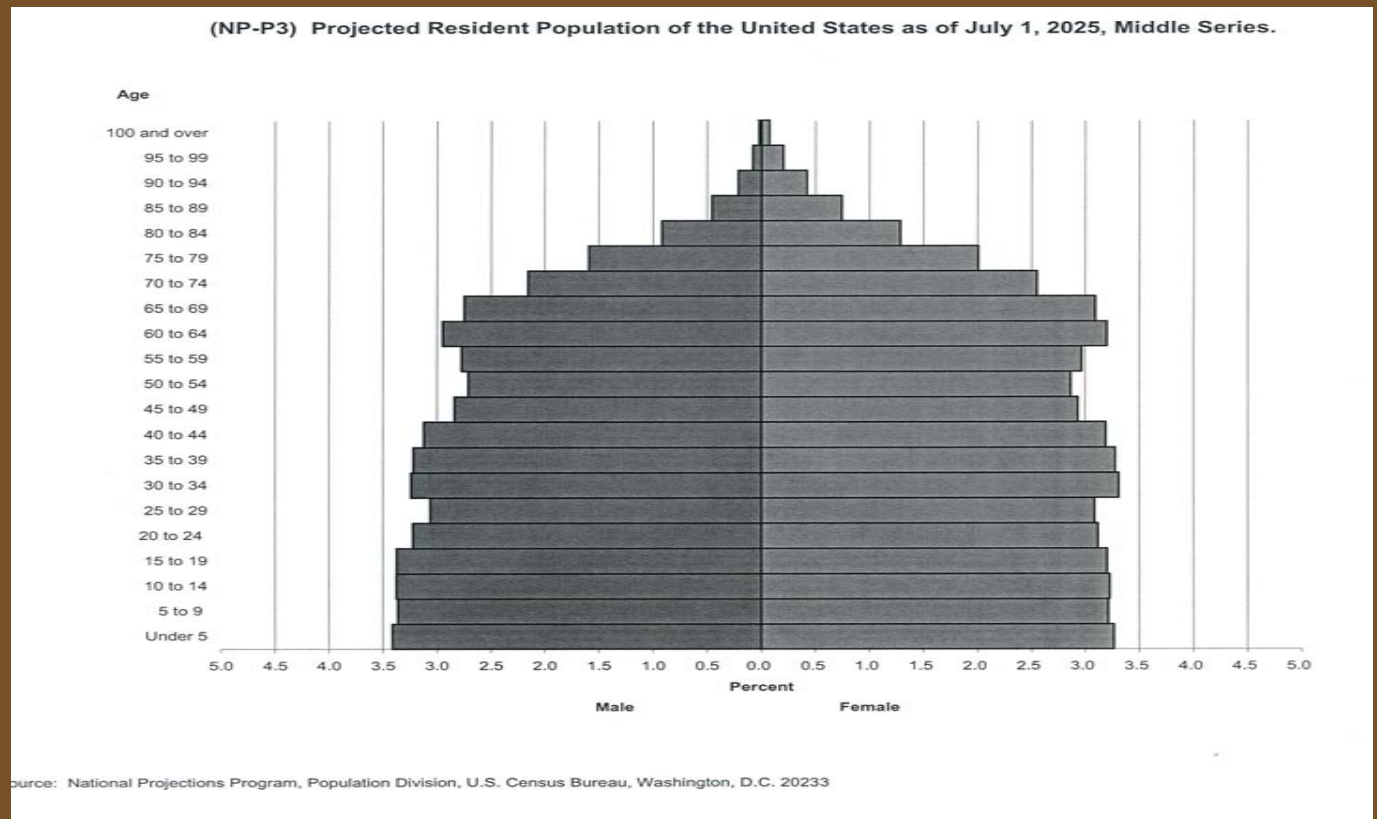
# 2) Changing Demographics & #'s



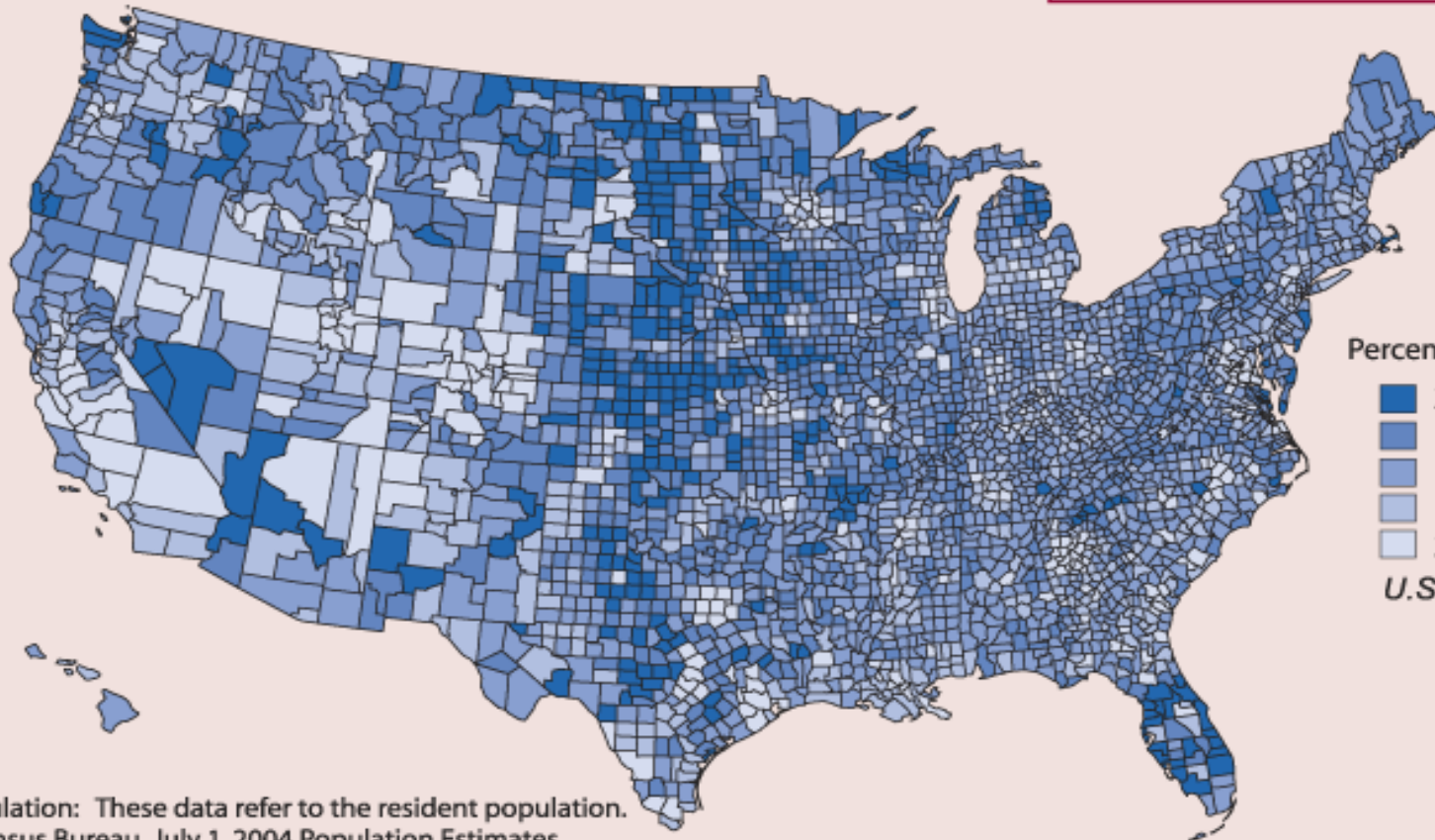
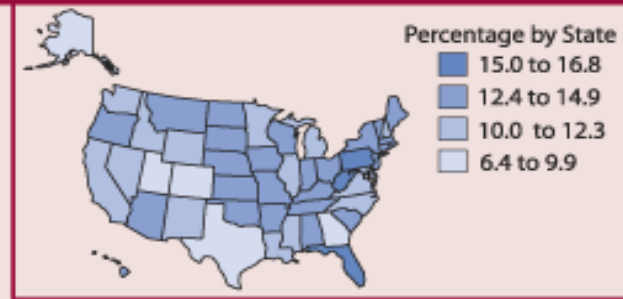
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# 2) Changing Demographics & #'s



# Percentage of the population age 65 and over, by county and State, 2004



Reference population: These data refer to the resident population.  
 Source: U.S. Census Bureau, July 1, 2004 Population Estimates.

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## 2) Changing Demographics & #'s

- “Baby Boomers” fundamentally changed the Age-Sex Structure and many public institutions.
- Dependency Ratio also changed—number of workers supporting the young & the old.
- Life Expectancy has also been extended.

## 2) Changing Demographics & #'s

- In 2003, the 65+ population was 36 Million.
- By 2030, it will be 72 Million, or 20% of the total U.S. population
- By 2050, it will 86.7 Million
- As “boomers” age there will be more elderly than children (0-18).

### 3) What We Know & What We Have Learned

- **80% of people 50+ own their home** (US Census)
- **For over half of America's home owners, at least 50% of their wealth is home equity** (US Census)
- **In 2003, the average US. Family spent 52% of their household income on housing & transportation** (Bureau of Labor Statistics)

### 3) What We Know & What We Have Learned

- **84% of people 50+ want to remain in their current home.** (AARP Survey)
- **83% of people 50+ want to remain in their existing community.** (AARP Survey)

### 3) What We Know & What We Have Learned

- **Only 16% of home owners have made modifications – so they can be safe and comfortable in their homes.** (AARP Survey)
- **Less than 50% of American Communities are prepared for the aging population.** (ICMA, n4a, & MetLife Survey)

## 4) Things to Remember

- 90% people 50+ do not move and indicate they want to age in place
- Elders of WWII & Depression Era are different than “boomers”
- Boomers are healthier, wealthier and more educated....*it must still be determined if they are wiser.*

## 4) Things to Remember

- Boomers are more independent while still being the care-takers of their parents & their children.
- Boomers are not a single group
- After boomers comes GEN X
- And GEN Y—the “boomlet”—follows

# 4) Things to Remember

- Home Modification is an investment in a person's home and community.
- Good Design is Good Design.
- Aging in Place creates “places for all ages.”

# Another AARP Source

- **Make your community livable**
- **Visit AARP's "Community Exchange"**
- **[www.aarp.org/communityexchange](http://www.aarp.org/communityexchange)**

# Michael E. O'Neal

- **AARP—O&S, Livable Communities**

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**CAPS Graduate or OT in the audience – or who else?**

**What do you want to get from this discussion today?**

**How can we help you?**

**Share your most rewarding AIP experience.**



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# The Role of Occupational Therapy in Home Modifications



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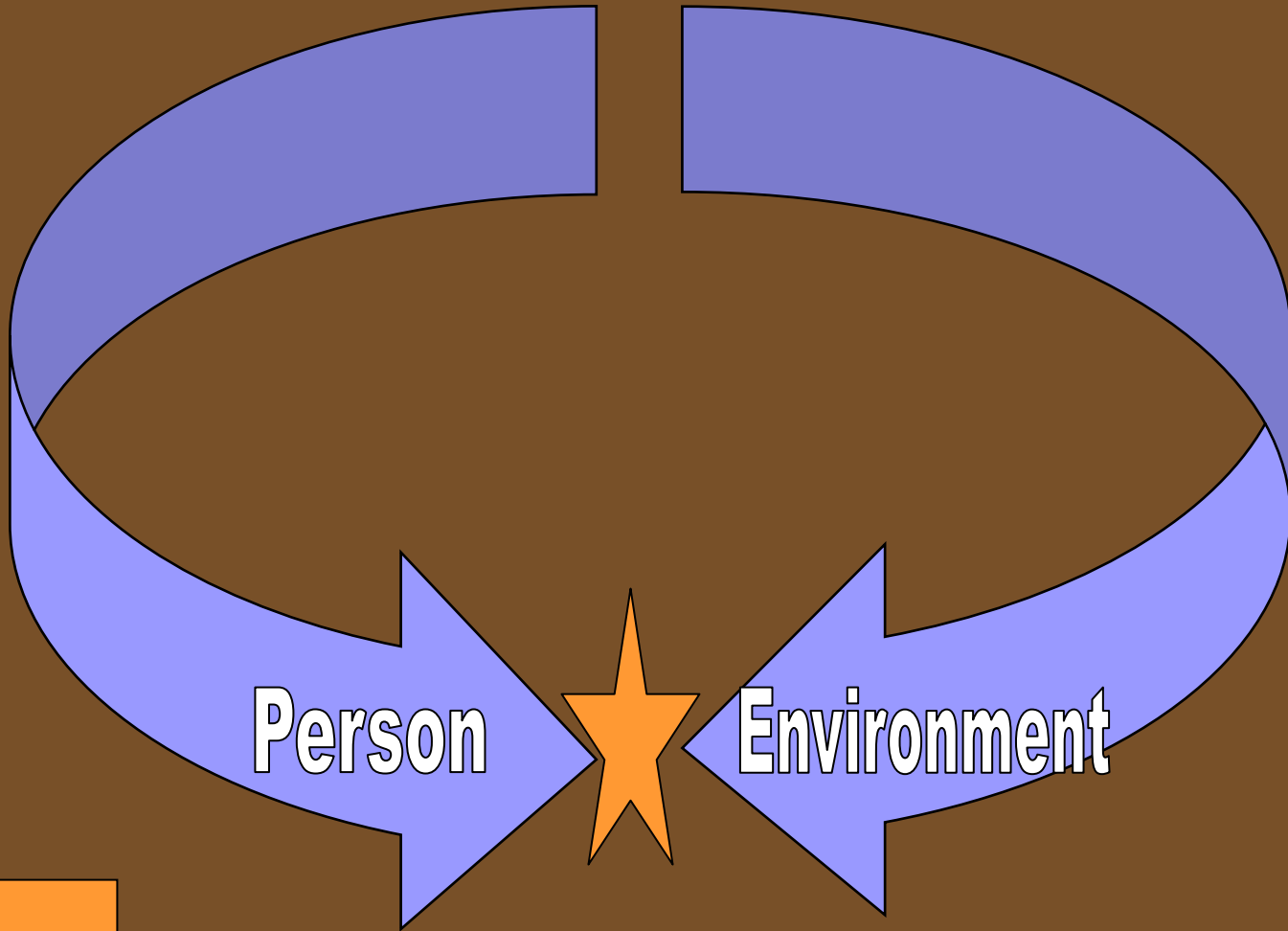
# Occupational Therapist

- Definition:

a healthcare professional that focuses on a person's ability to participate in what they need or want to do

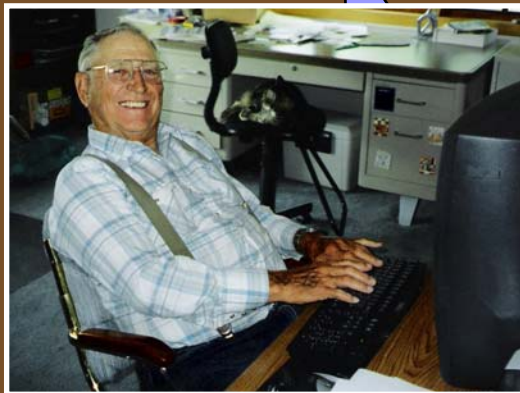
(often after an illness or injury)

# Consider...



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Person

- ✓ Client's strengths and limitations
- ✓ Changes as we age
- ✓ Medical conditions that impact function
- ✓ Psychosocial aspects

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# Changes As We Age

- **Vision**
- **Skin**
- **Hearing**
- **Musculoskeletal**

# Medical Conditions

- **Chronic**
- **Acute**
- **Progressive**

# Psychosocial Aspects

- **Loss of Control**
- **Privacy**
- **Fear of Falling Cycle...**

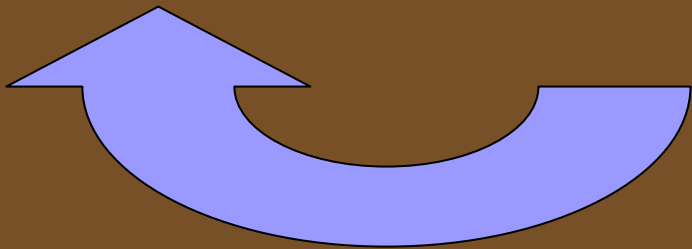
# ...Fear of Falling Cycle

Fall – or near fall

→ Move less

→ Get weaker

→ Greater chance of falling



# Assessments

A Day in the Life of...  
(occupational participation)

What about the “bad” days?

Others in the home

Neighborhood

*Financial Considerations*

*Physical environment*

Person

Environment



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# Additional Role: Researcher

*(Evidence - Based Practice)*

- What do we know?
- What do we need to know – and why?
  - Best Practice Model
  - Capturing Outcomes

# Measuring Success

## What can be “measured?”

- medical costs
- medical services usage
- length of time remaining in home
- changes in fear of falling
- client satisfaction
- changes in level of independence
- falls
- and other measures...be creative

Then tell your story...

# The Role of the Remodeler in Home Modifications

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# Most times- It's Aging in Place, Design/Build



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# Remodeling- a major opportunity

- 89% of those 45 and older want to stay
- Nation's housing stock is aging
  - Most homes don't address the housing needs of an aging population

# The Aging in Place Market

- Seniors
- Boomers
- Adult children/ key influencers
- Persons of all ages and abilities, assuming universal design principles

# The AIP client is looking for:

- Great design
- Safe and comfortable surroundings
- Care in not “over-building”
- Stellar reputation, spotless record
- Right personality/attitude

# Opportunities for the Remodeler

- **Diversification**
- **AIP is a hot topic**
- **CAPS is in the mainstream**
- **Upper income homeowners spend more**
- **Interests in parallel projects**
- **Can be profitable**

# A few challenges

- Can be a phantom market
- Boomers, “Anyone but me!”
- Cost implications

# Defining Success in AIP D/B

- Resolving to yourself that it's just darn good design
- You figure out you cannot sell cod liver oil
- You have your UD glasses on all the time
- Your clients or prospects don't realize/detect that you've included some/all of the UD principles in a project

# So what can we do for you?

AARP

American Occupational Therapy Association

National Association of Home Builders



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