

State-of-the-Island Older Adult Overview

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August 2, 2021

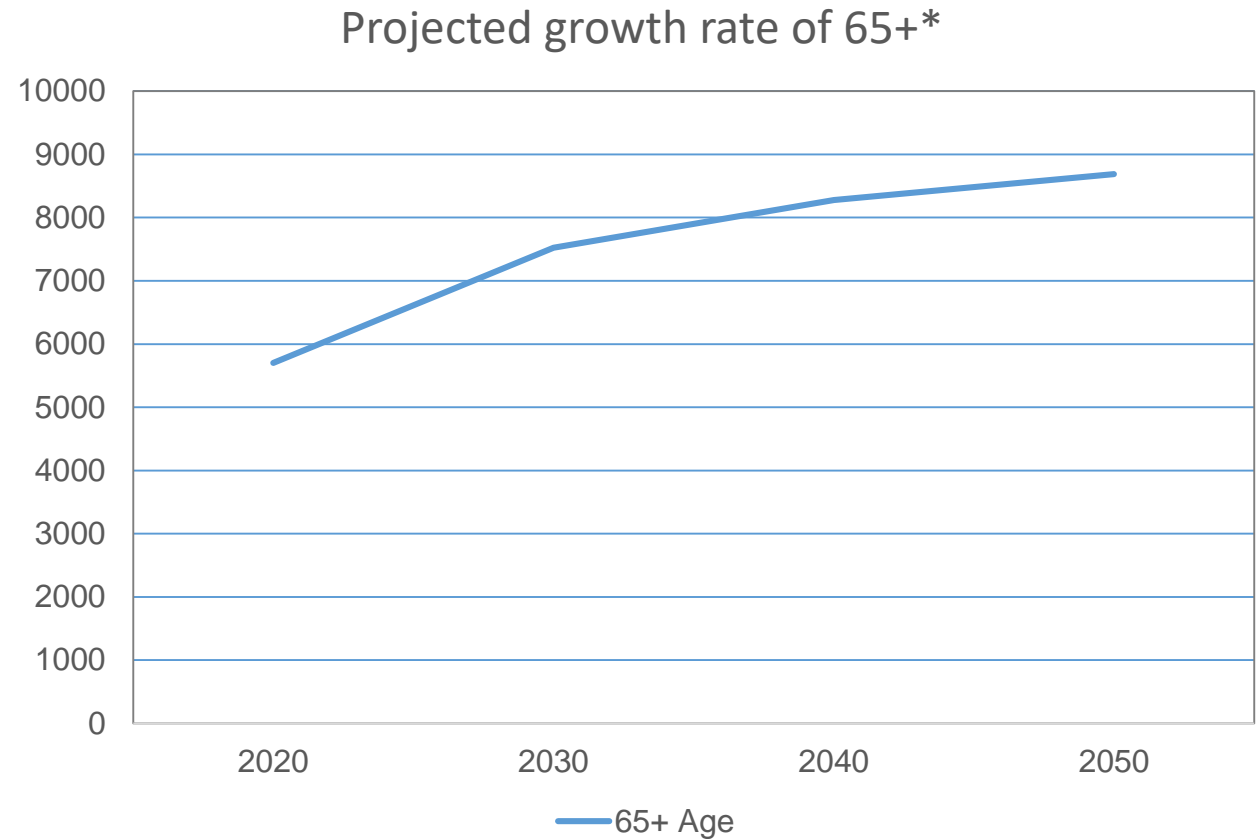


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The Island's Older Adult population is sizable and growing

- 1 in 3 are currently 65+, outpacing national average of 1 in 5.
- Growth rates for 65+ higher than other age cohorts.
- This forecast does not account for COVID related impact.



*UMass Donahue Growth Rates

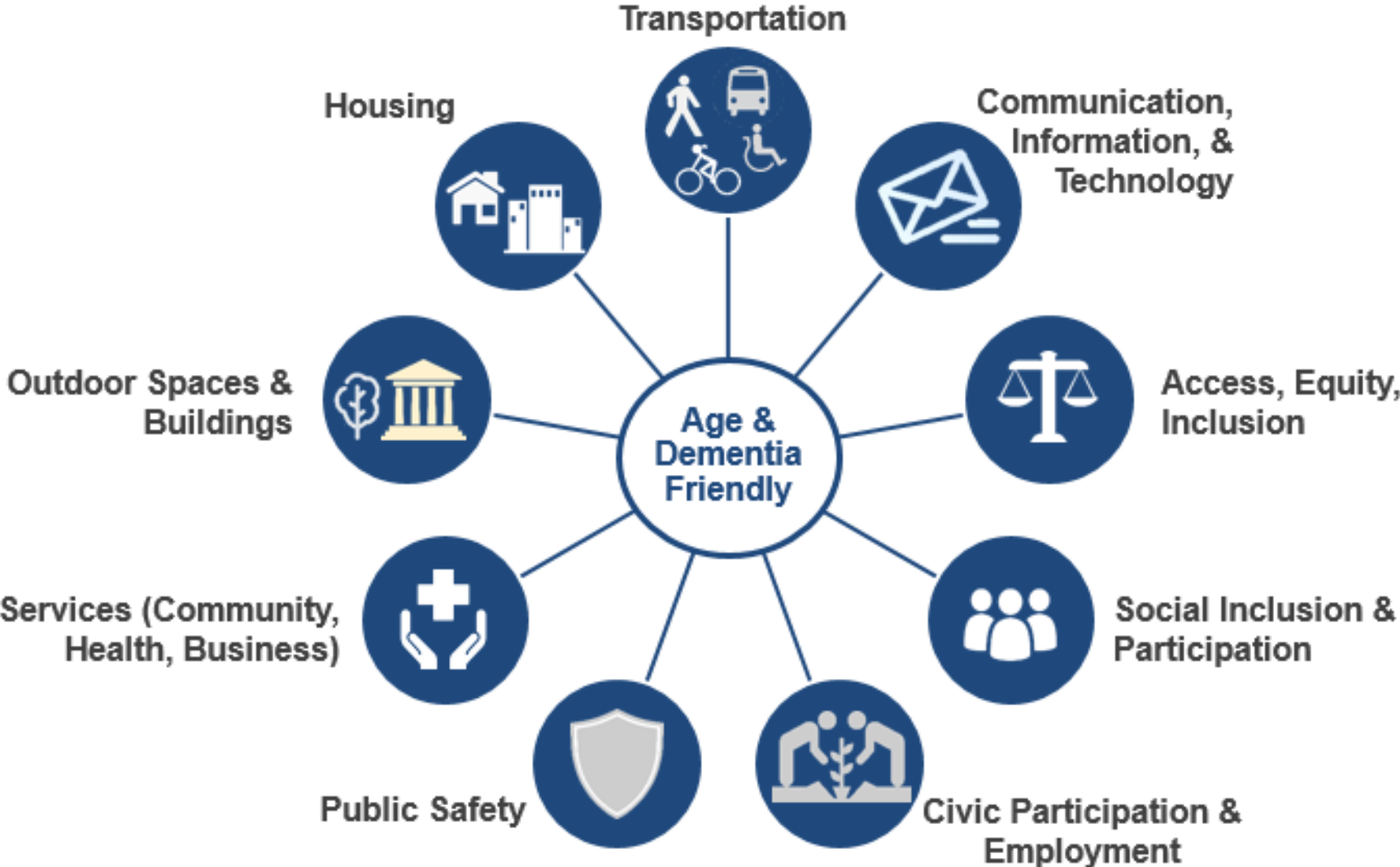
Older Adult population growth forecasts have been understated but true to trend

- All towns projected to experience sizable growth year-over-year through 2035.
- Two towns will decrease in overall population size – Aquinnah and Chilmark.

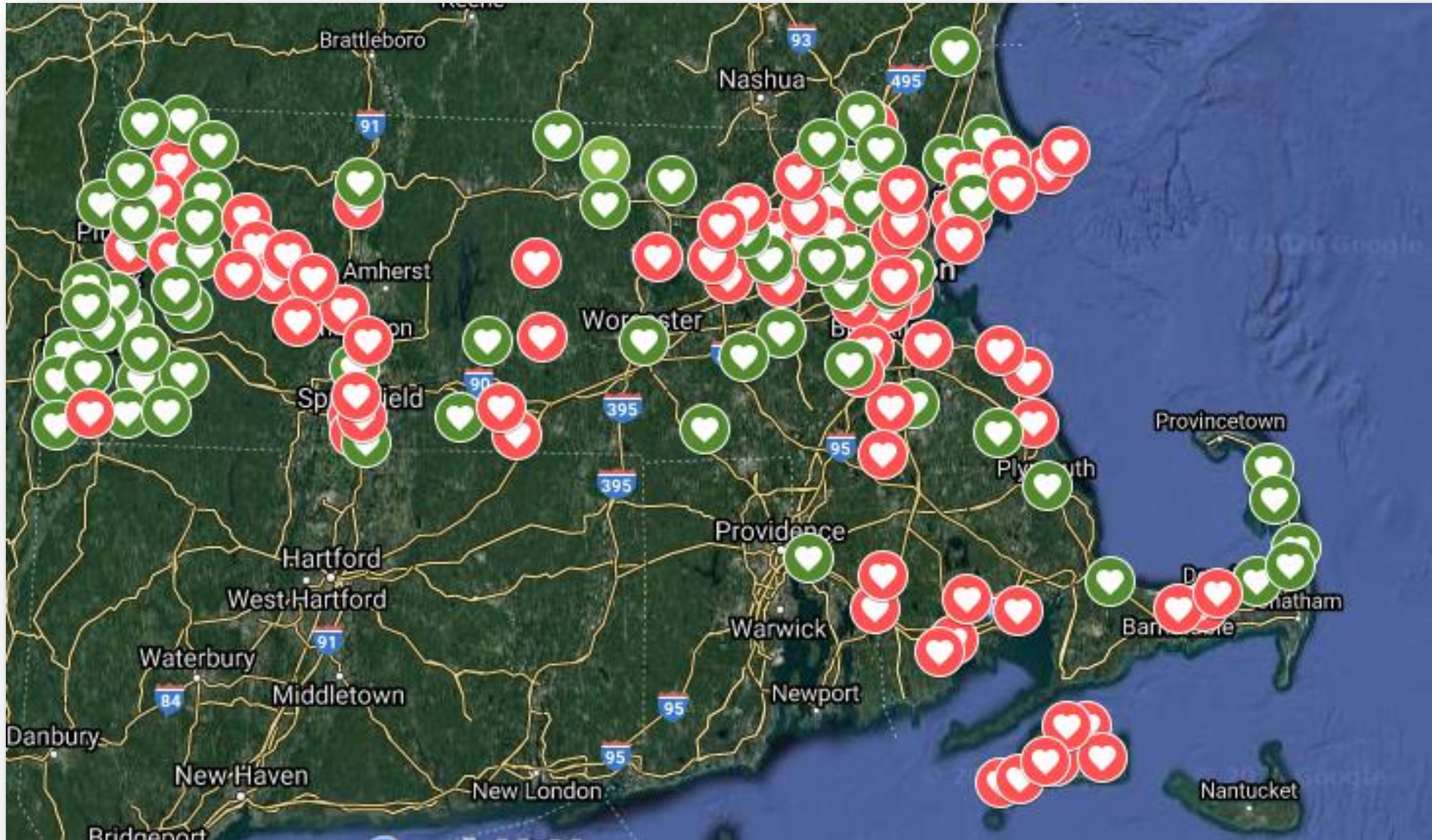
% of Town population 65+

Town*	2014	2035	Change
Aquinnah	10%	50%	+40%
Chilmark	22%	34%	+12%
Edgartown	18%	28%	+10%
Oak Bluffs	25%	30%	+5%
Tisbury	13%	25%	+12%
W. Tisbury	14%	32%	+18%

Domains of Age and Dementia Friendly Communities



Age/Dementia Friendly Communities – MA leads country



Green hearts represent emerging communities (60+)

Red hearts represent active age friendly communities (76)

Who participated in the survey?

Survey results in most cases are representative of the island's demographics.

Surveys sent to every household with a 60+ resident.

Respondents had options to complete the survey online and in Portuguese.

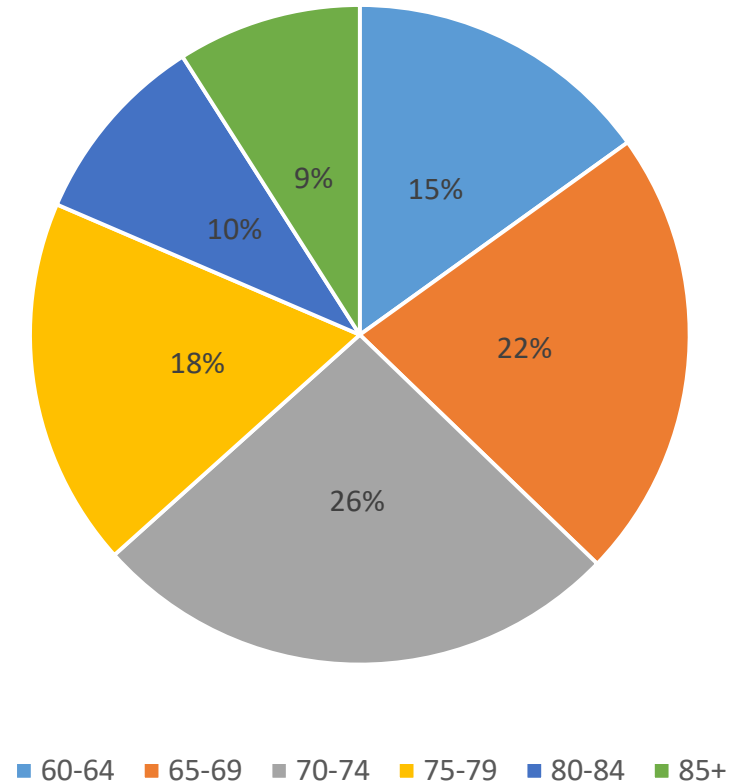
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2020 Older Adult Survey – a snapshot of our island

- Almost 2,500 60+ respondents completed a survey (online or paper) from Oct 2020-Jan 2021 – 68 questions.
- Balanced representation from all towns (averaging a 30% response rate).
- Representation from all age ranges with 15 surveys completed by 95+.

Age ranges of respondents

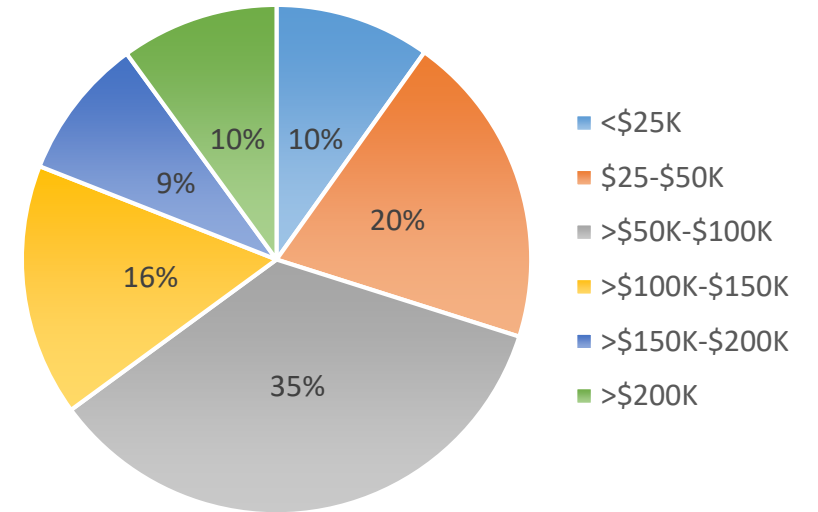


More on our Older Adult participants

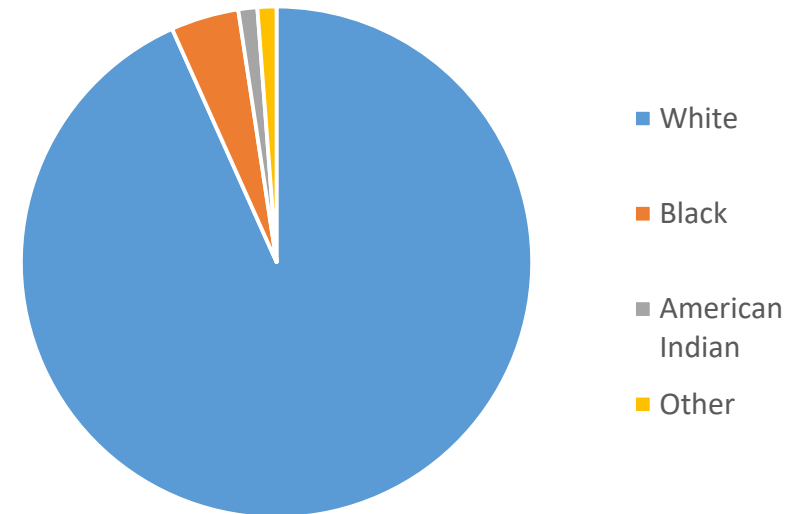
- Almost two thirds of Older Adults report an annual household income of \$100K or less.
- Slightly more female participants (60% versus 40% male) in-line with island population.
- 12% are veterans.*
- Race/ethnicity mix in-line with known population statistics for the island (.2% identified as Brazilian).

*6.6% of Island population are veterans of which 70% are over 65

Income ranges

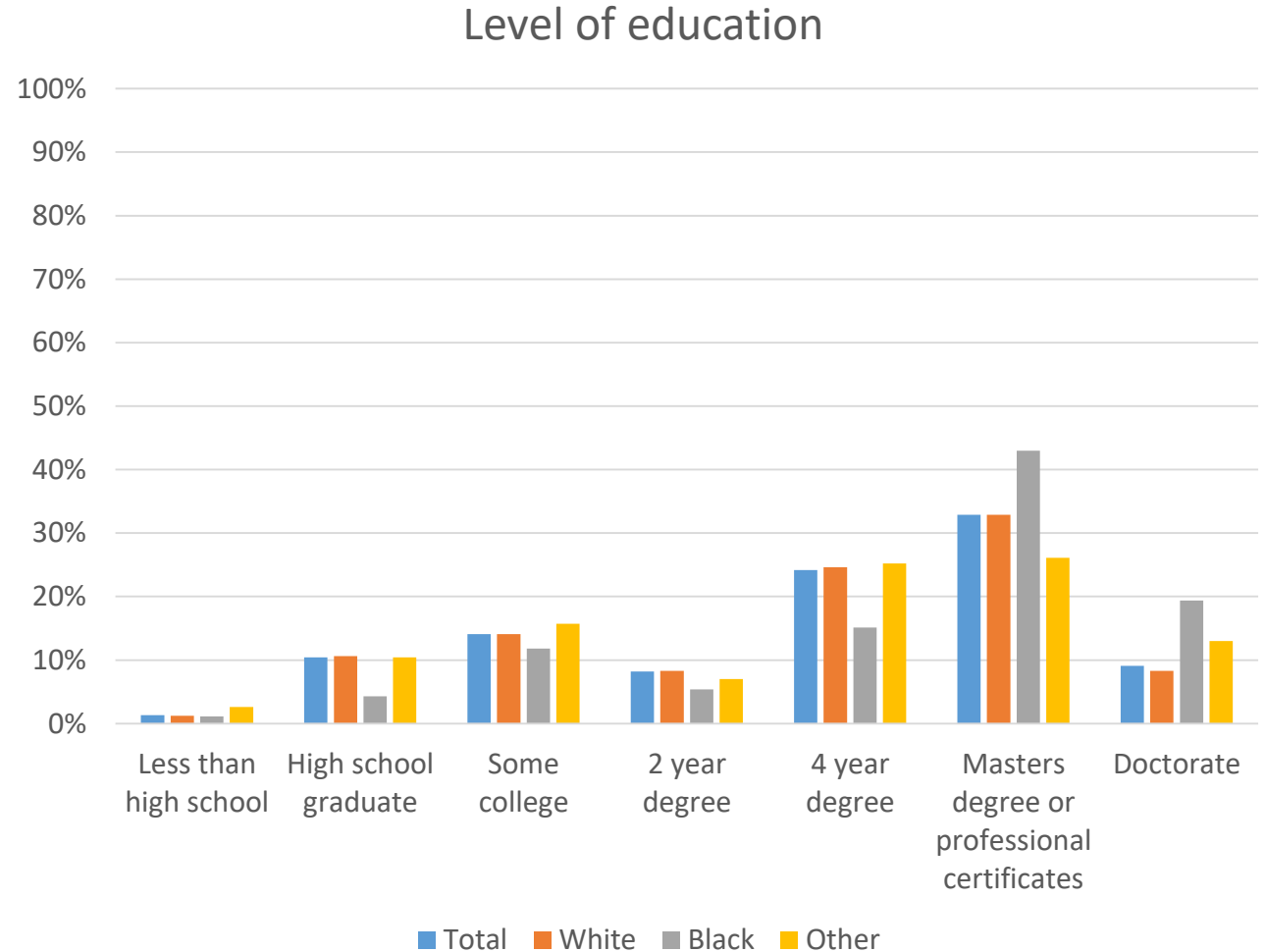


Race/ethnicity



More on our Older Adult participants

- Overall 1 out of 3 respondents report their education stopped before achieving a college degree.
- 78% of Black respondents obtained a 4-year college degree or higher; almost 2 in 5 had a doctorate degree.



More (relative) ethnic / racial differences in respondent profiles

- Black respondents slightly older (80+).
- 2 out of 3 Black respondents live in Oak Bluffs.
- Those with incomes <\$25K are more likely White or non-identified White or Black.
 - 17% non-identified White or Black
 - 11% White
 - 4% Black
- Black respondents slightly more likely to live alone.

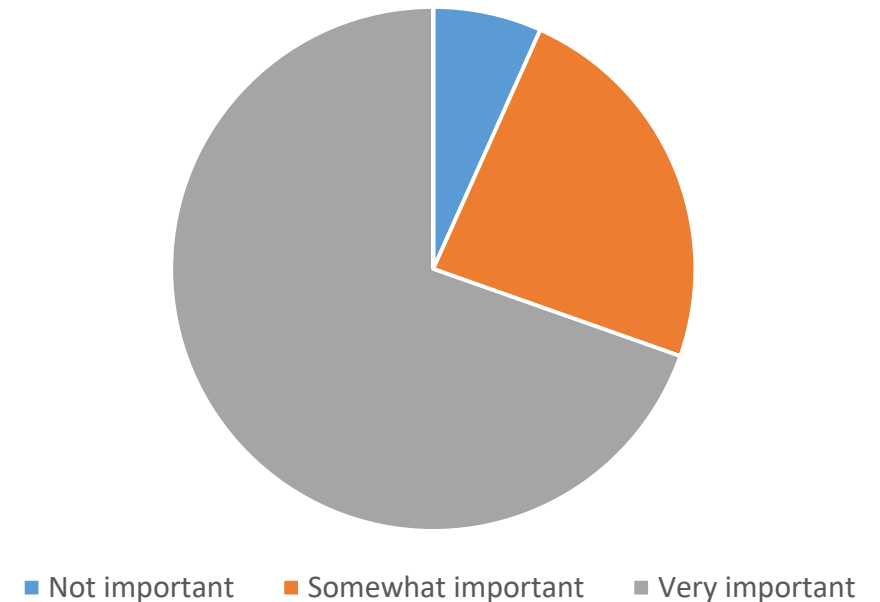
Number of Respondents who selected black = 96 (4.3% of respondents)

Respondents who identified as American Indian, Asian, Middle Eastern, Native Hawaiian other = 101

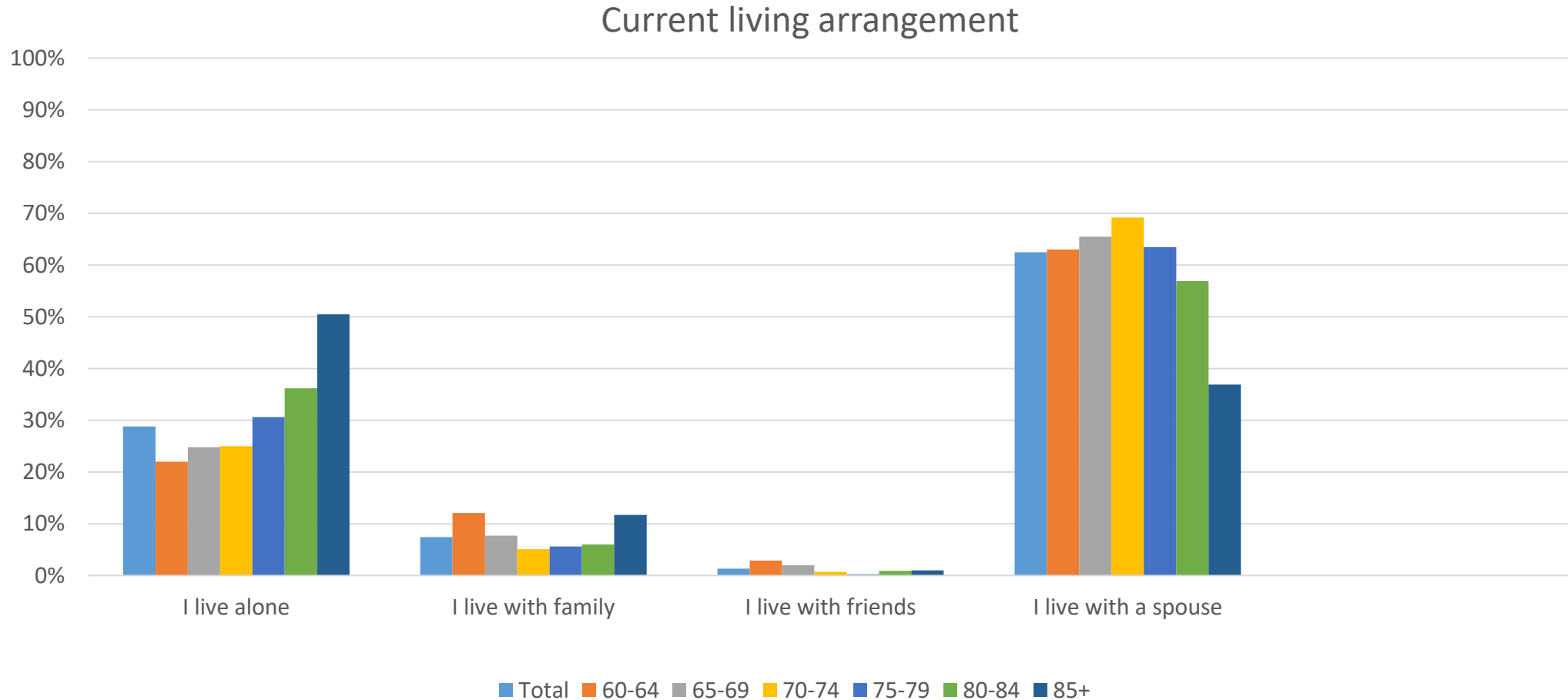
Here to stay and most likely in a single family home

- Vast majority (>90%) identify as permanent with 75% reporting “living on island for 12 months in 2019”.
- 87% own their own home and 3% live in a subsidized rental situation (IEH, etc.).
- The likelihood of owning a home outright (without a mortgage) increases with age to almost 70% of 85+ homeowners.
- 84% report they are not likely to move (on- or off-island); those who may move report a less expensive home, lower cost of living and closer to family are top three triggers.

How important is it for you to be on the Vineyard as you age?



3 in 10 Older Adults live alone and this increases with age



Black respondents more likely to identify as seasonal and plan to spend more time on MV in the future

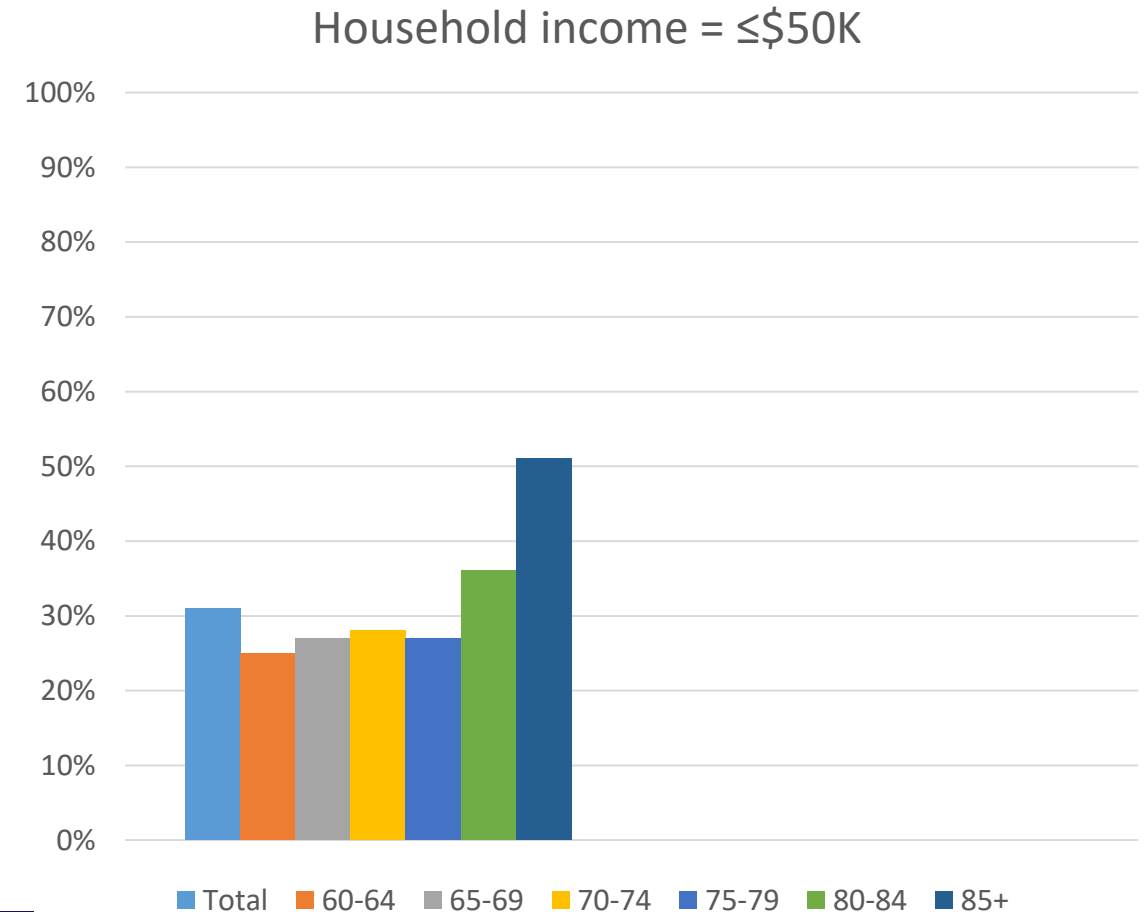
Black respondents are more likely to live here less than 12 months (40% versus 23%) and are more likely to identify as seasonal (16% versus 7%).

Also more likely to increase the time spent on the island in 2020 (28% versus 16%) and more likely to increase time in the next two years (30% versus 12%).

As homeowners, more likely than other ethnicities to have a mortgage rather than own outright.

80+ Older Adults are most likely to have lower incomes and inadequate financial resources to meet daily needs

- Income distribution is relatively consistent across all age groups except for $\leq \$50K$.
- 1 in 2 85+ HHs fall within the $\leq \$50K$ income category.
- 3% overall report they do not have the financial resources to meet their daily needs; increases to 21% of those with incomes $< \$25K$.



How Older Adults spend their days

Older Adults are a life
force on the Island.

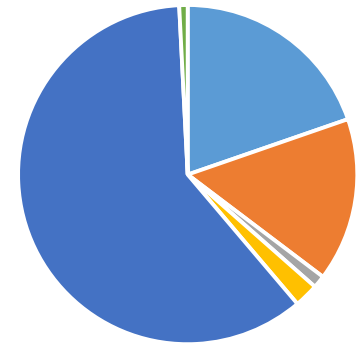
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Island-wide Older Adult employment exceeds national statistics (as well as percentage of population)

- Over 35% of our Older Adults are currently employed.
- As we age, FT employment declines.
- PT employment increases between the ages of 65-74.
- Males are slightly more likely to be employed.

Current employment status



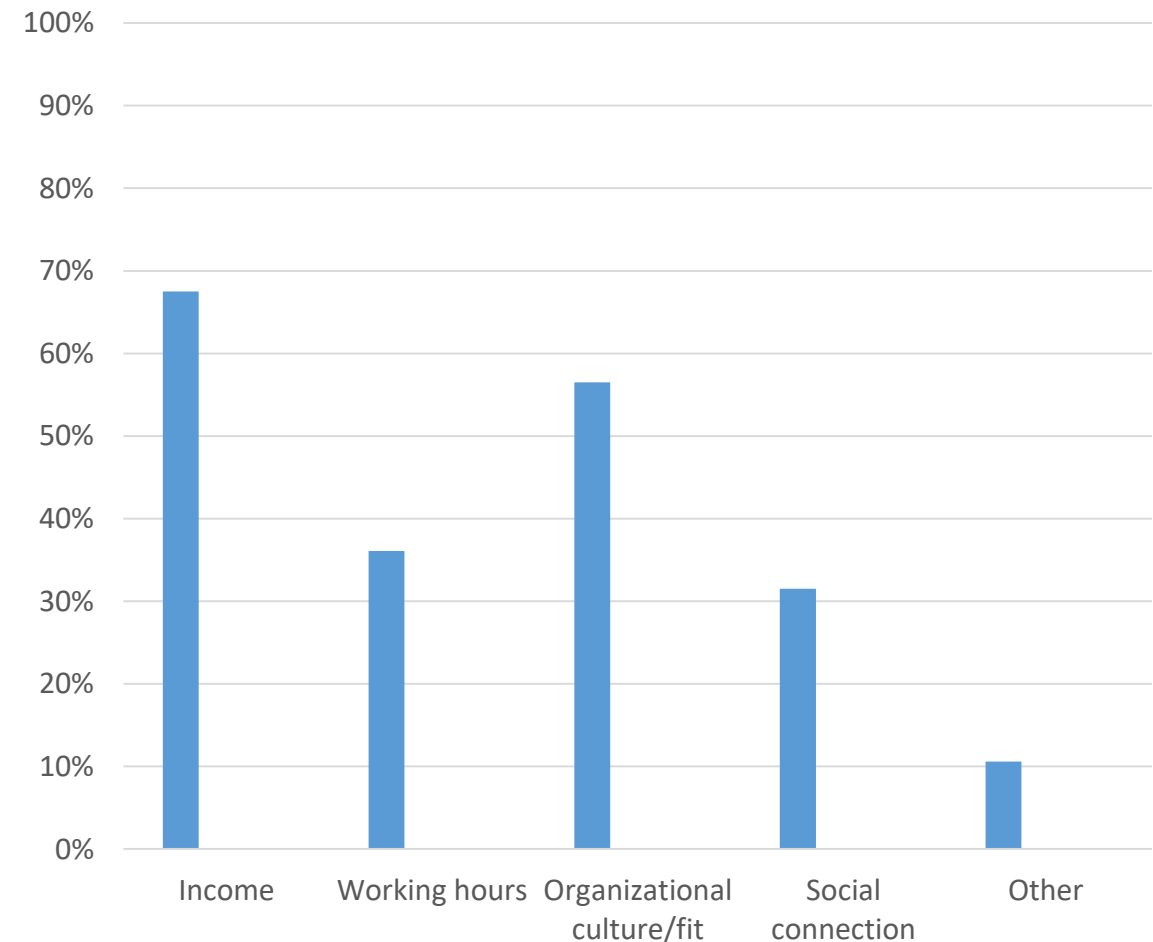
Employment	Total	60-64	65-69	70-74	75-79	80-84	85+
Full -Time	19.70%	52.80%	26.50%	13.00%	8.60%	5.10%	5.50%
Part-time	15.60%	17.80%	19.70%	21.30%	11.30%	5.50%	6.00%

- Employed, full-time (including self-employed)
- Employed, part-time (including self-employed)
- Not employed due to disability
- Not employed for other reasons
- Retired
- Seeking employment

Where and why Older Adults are employed?

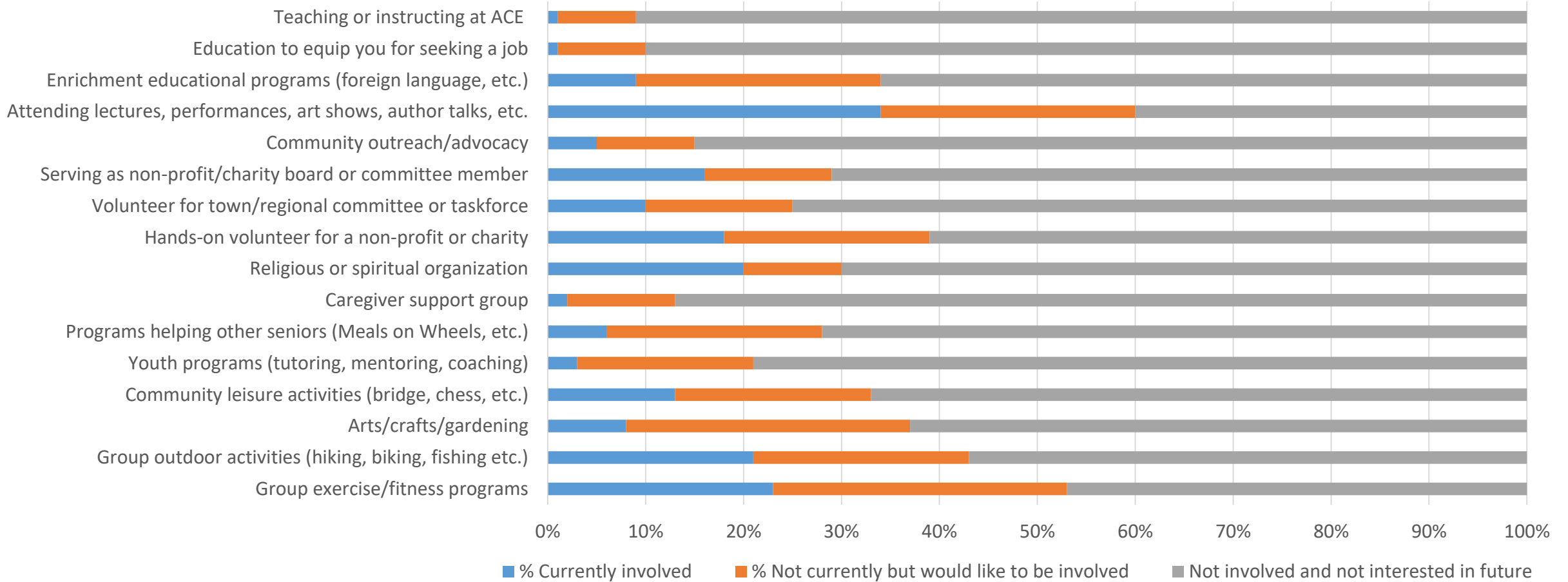
- 60% of those employed work for a Vineyard-based employer.
- As we age, Older Adults are more likely to work for a non-Vineyard based employer.
- Those with higher incomes are more likely to be employed.
- Employment levels consistent across towns although Black Older Adults are less likely to be working.

Reasons for working/seeking work



Some Older Adults are actively engaged with varied interests and more would like to be...

Activities



Older Adult volunteer contribution is meaningful and increasing

Volunteer contributions equate to:

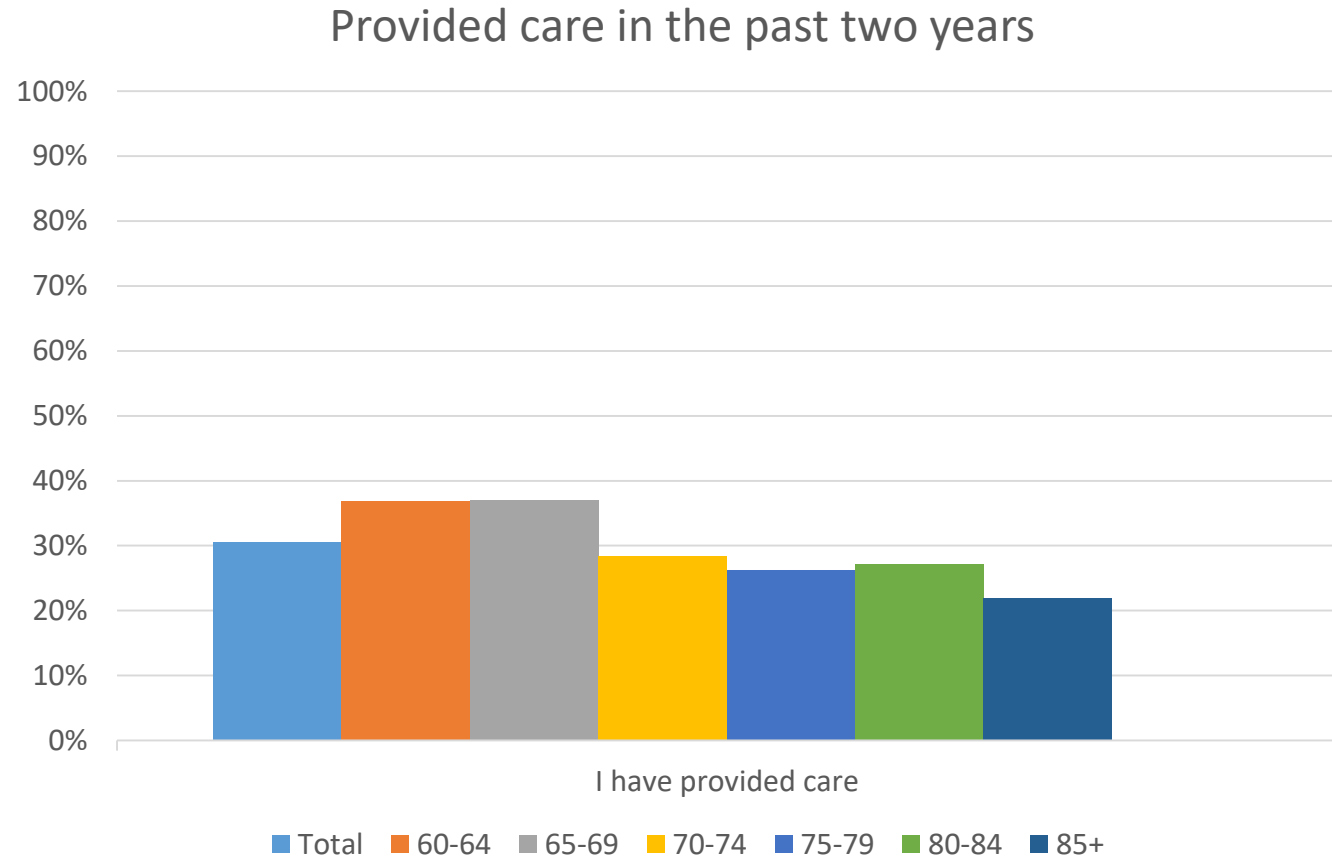
- Equal to an equivalent of workforce **500+** full-time employees.
- With an economic value of **\$28M*** annually.
- Older adults of all age ranges, genders, income levels, veteran status, and ethnicities are similarly engaged.

**The Independent Sector - a nationally recognized source of information and data relative to nonprofits provides a metric of \$27.20 per hour to determine the monetary value of a volunteer.*

Volunteer Hours per week	2015	2020
<5 hours per week	27%	36%
6-10 hours per week	8%	12%
>10 hours per week	4%	6%
Total % of Older Adults volunteering	39%	54%

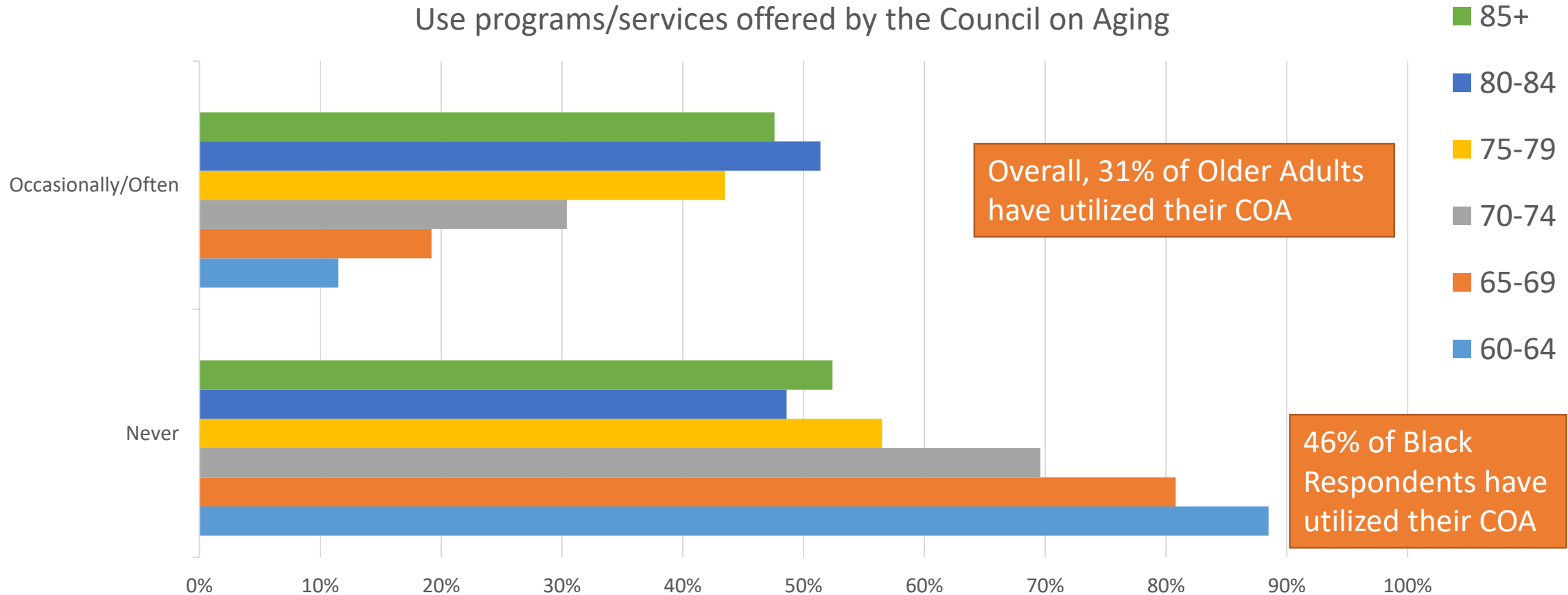
Almost 30% of Older Adults have provided care to a family member in the past two years

- Of those who provided care, only 8% received payment.
- While those 60-69 are slightly more likely to have provided care, 2 in 10 of those 85+ also have done so.
- Caregivers are slightly more likely to be female.
- Caregiving patterns are not correlated to income.



Council on Aging (COAs) more likely to serve our most vulnerable population, older adults 80+

Use programs/services offered by the Council on Aging



Older Adults identify three main benefits of the COAs

Social

Trips off-island
Mahjong, bridge
Cultural events

Food

Lunches
Meals delivered
Fish!

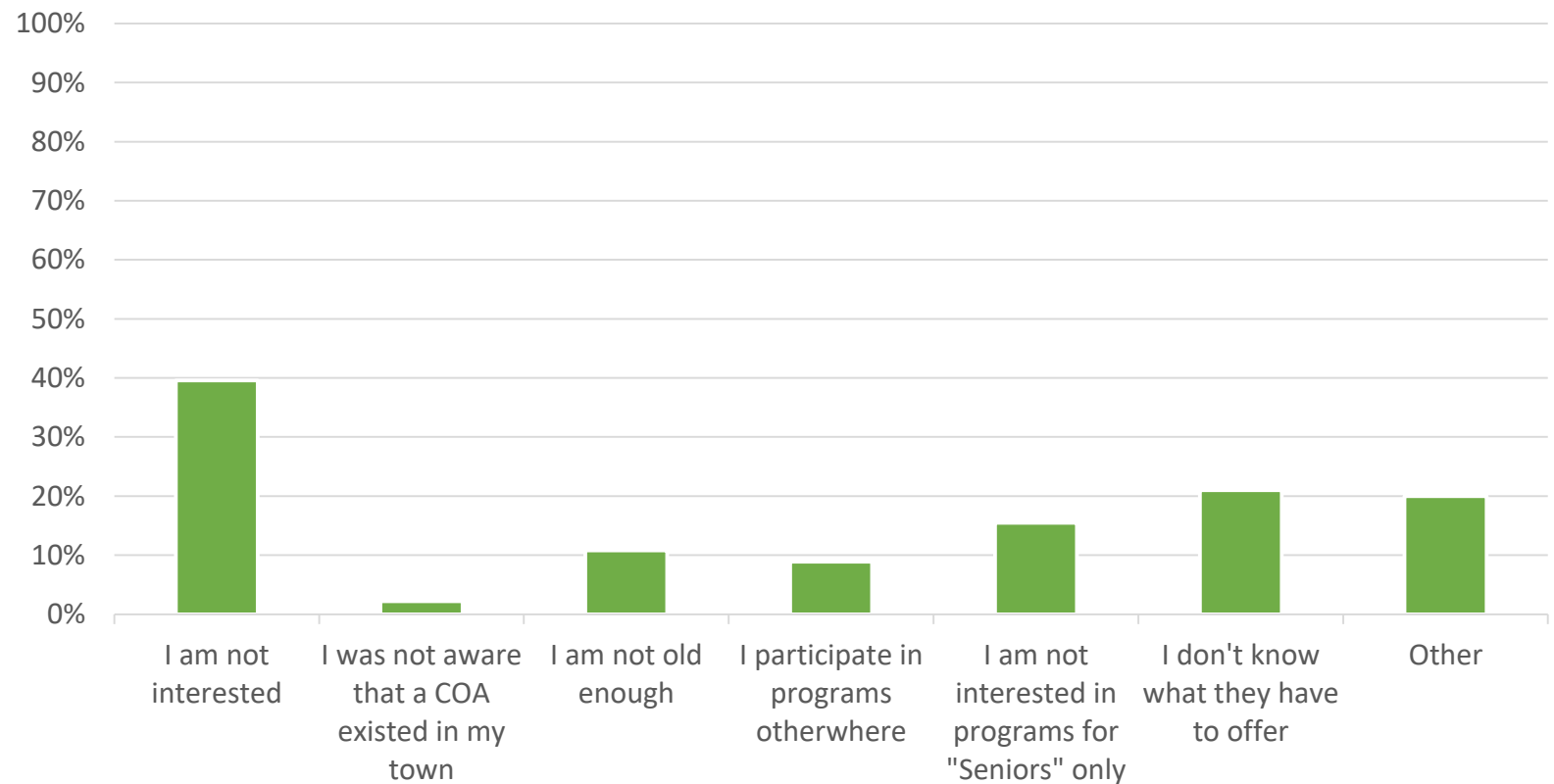
Support

Medicare
Legal
Services

Barriers to usage include generic disinterest, lack of understanding of offerings, a “who me?” mindset, and duplication of services

- 60-64 age range are the most likely to say they are not old enough.
- “Other” reasons for not utilizing COAs were: lack of time (either because they were employed or active otherwise) and “no need”.

Reasons for not utilizing COAs

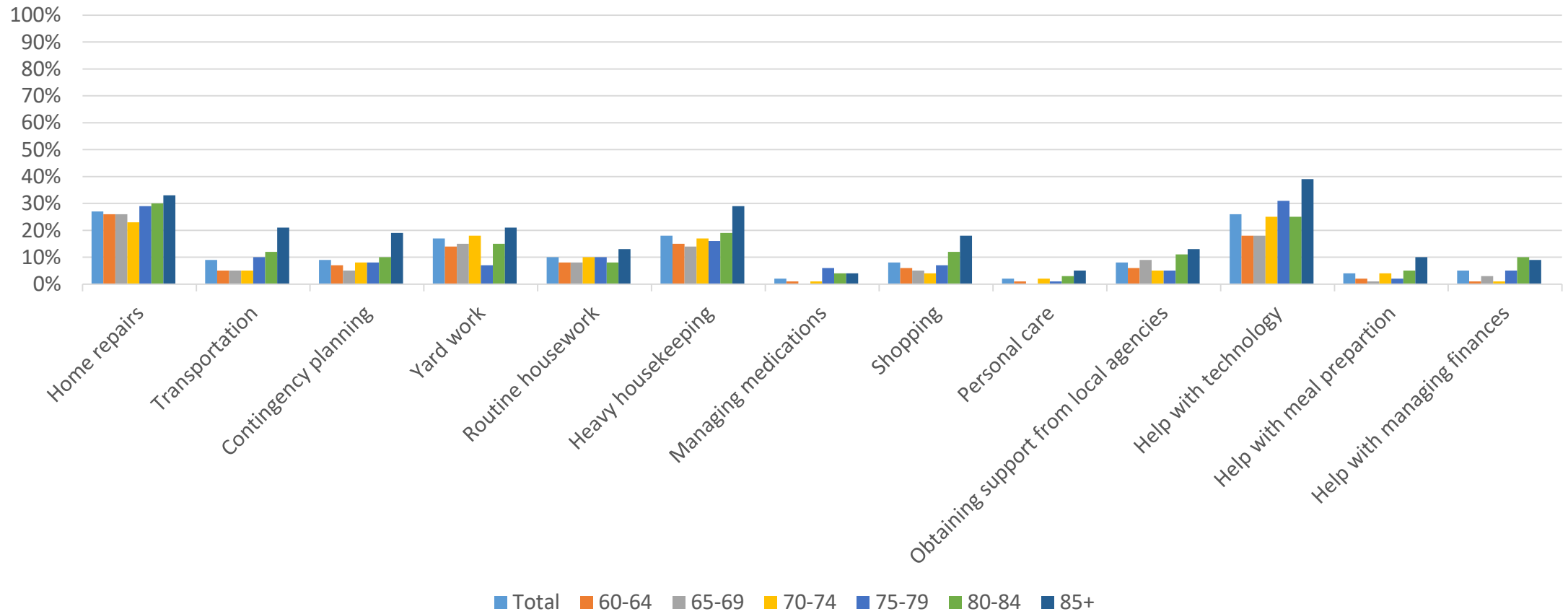


Support needs of Older Adults

The growth and aging of the Island's Older Adult population are the primary drivers for increased demand for support services.

House and yard work – major service pain points now

Have experienced difficulty in receiving this service

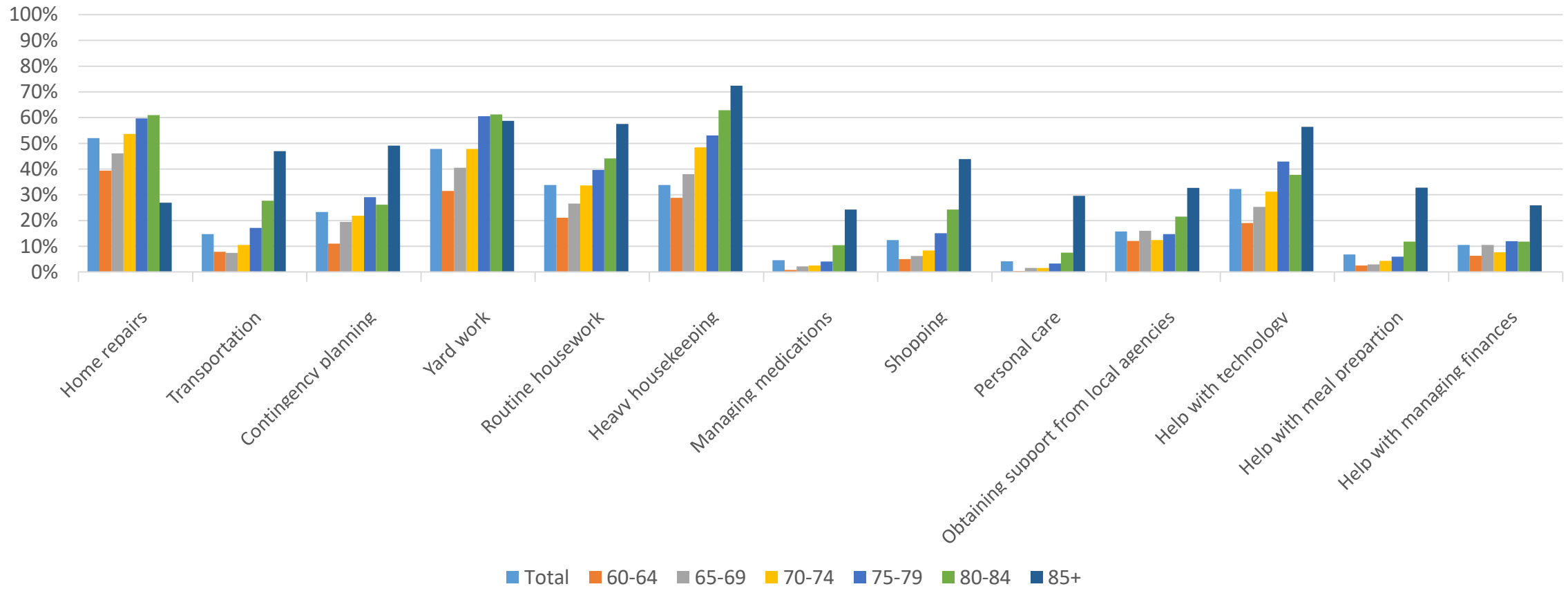


Question 48 (Dec 2020 HAMV survey)



Anticipated service needs broaden especially for older age ranges

Anticipate needing this service in the next two years



Need for essential services expected to increase at least 2X as our population ages and health challenges multiply

- Need for these essential services increases steadily as one ages, especially for those 85+.

Essential Service	% of Islanders who have need in the next 2 years	2021 -2022 Estimated Number of Islanders with need	2030 Conservative Estimate of Islanders with need
Adult Supportive Day	4%	275+	400+
Caregiver Support Services	5%	350+	500+
Home Health Care Services	4%	275+	400+
Nursing or Long Term Care	2%	150+	200+
Palliative or hospice care	2%	150+	200+



Older Adult services focused on daily living assistance also expected to increase

- Need for these assistive services are highly related to lower income ranges.
- Usage of Meals on Wheels, food pantry etc. increases with age as well.

Assisted Services	% of Islanders who have need in the next 2 years	2021-2022 Estimated Number of Islanders with need	2030 Conservative Estimate of Islanders with need
Obtaining housing/shelter	3%	200+	300+
Food, fuel, utilities	5%	350+	500+
Non-emergency transportation	6%	400+	600+
Notarizing, filling out applications etc.	5%	350+	500+
The Lift	3%	200+	300+
Direct financial assistance	3%	200+	300+
Meals on Wheels, Food Pantry etc.	6%	400+	600+

Specialty services to support Older Adults also on the rise and some may be under reported

- Reported usage of Elder Abuse services trails national elder abuse statistics.
- Reported usage of Veterans Services is about 50% of island Veteran population.

Service	% of Islanders who have need in the next 2 years	2021-2022 Estimated Number of Islanders with need	2030 Conservative Estimate of Islanders with need
Veterans Services	3%	200+	300+
Employment Services	2%	150+	200+
Behavioral Health Services	4%	275+	400+
Disability Services	3%	200+	300+
Elder Abuse/Domestic Violence Prevention Programs	<2%	100+	150+

Higher percentage of Older Adults using lifestyle services and express an appetite for more

- Females, lower incomes and 75+ age ranges more likely to use technology assistance.
- Participation in fitness programs slightly decline with age and income <\$25K.

Services	% of Islanders who have need in the next 2 years	2021-2022 Estimated Number of Islanders with need	2030 Conservative Estimate of Islanders with need 2030
Assistance with technology	14%	1,000+	1,350+
Educational or recreational activities	16%	1,200+	1,500+
Fitness programs	22%	1,600+	2,100+
Holistic therapies	14%	1,000+	1,350+

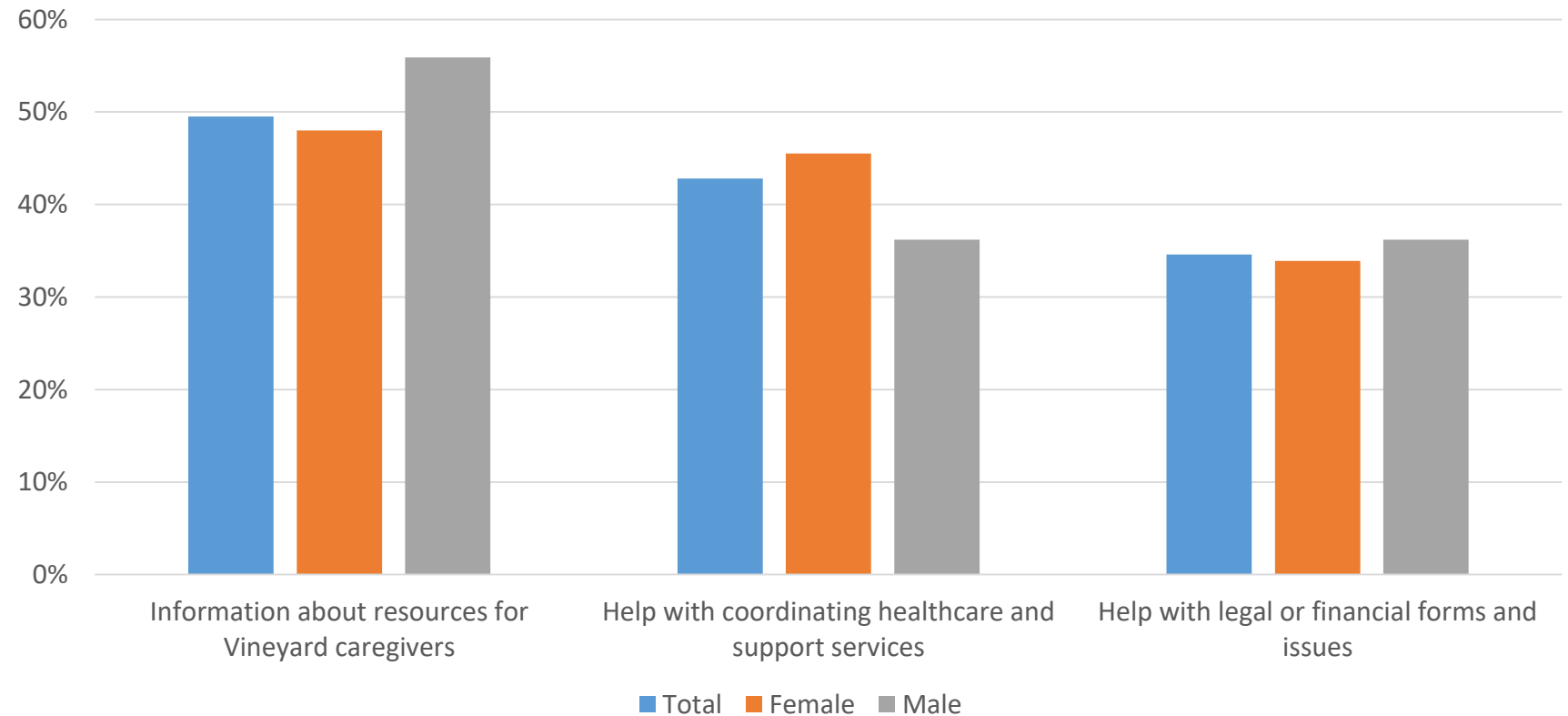
Top 3 resource needs of Caregivers = INFORMATION regardless of age, town, or gender

“Services on MV are fantastic but there is a critical need for workers.”

“Available medical equipment on Island.”

“Thank God for Vineyard Healthcare Access.”

Most helpful support options for caregivers



Our Island infrastructure

Older Adult transportation behaviors reveal a love affair with one's car and limited use of alternative transportation solutions.

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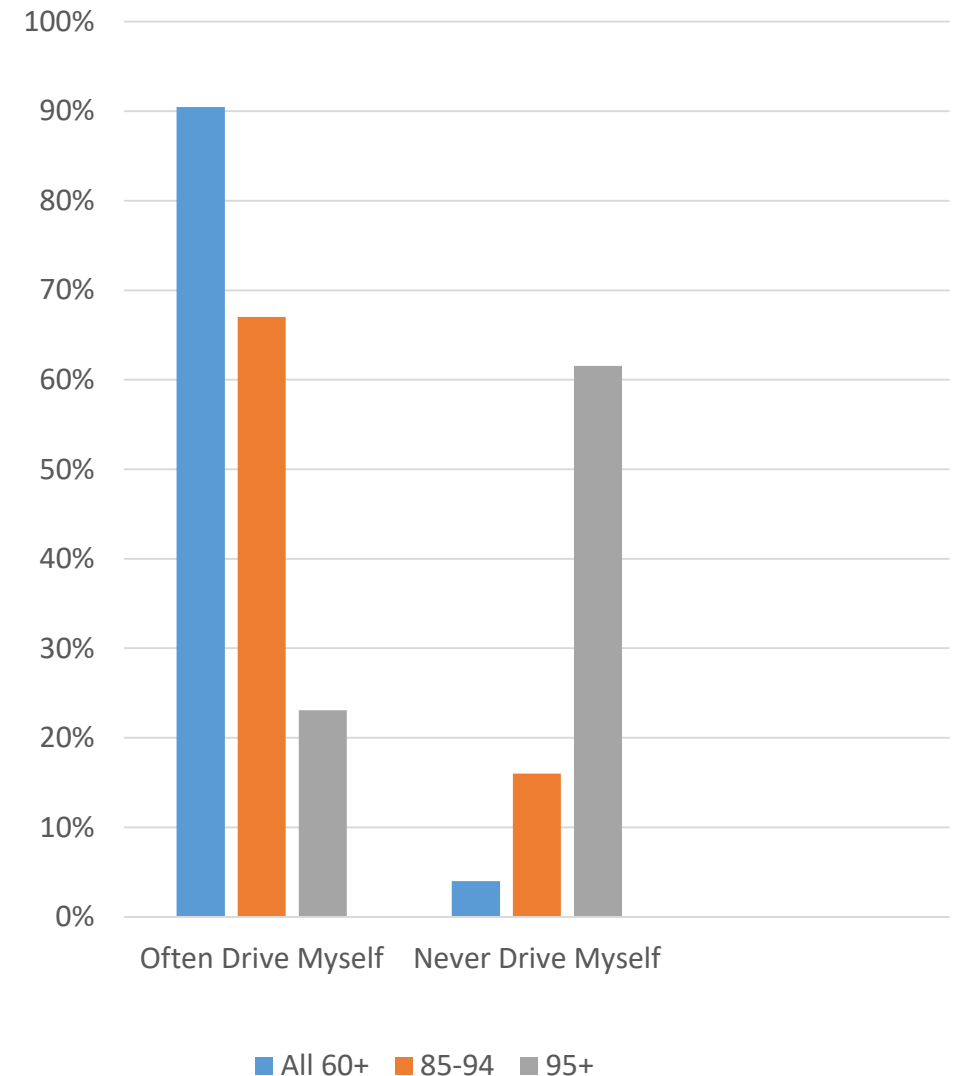
Our cars = our lifeline

- 9 in 10 Island Older Adults report that they “often” drive themselves and continue to do so as they age.
- It isn’t until 85+ that the % of those who “never drive myself” begins to increase (and rely on others to drive them).
- By 95+, a minority are still driving themselves “often”.

“But driving is more than just a passion or a pastime: It’s a lifeline. Studies show that giving up driving increases a person’s mortality risk and makes seniors more likely to land in nursing homes and suffer from depression.”

-Michael Tortorello, June, 2017

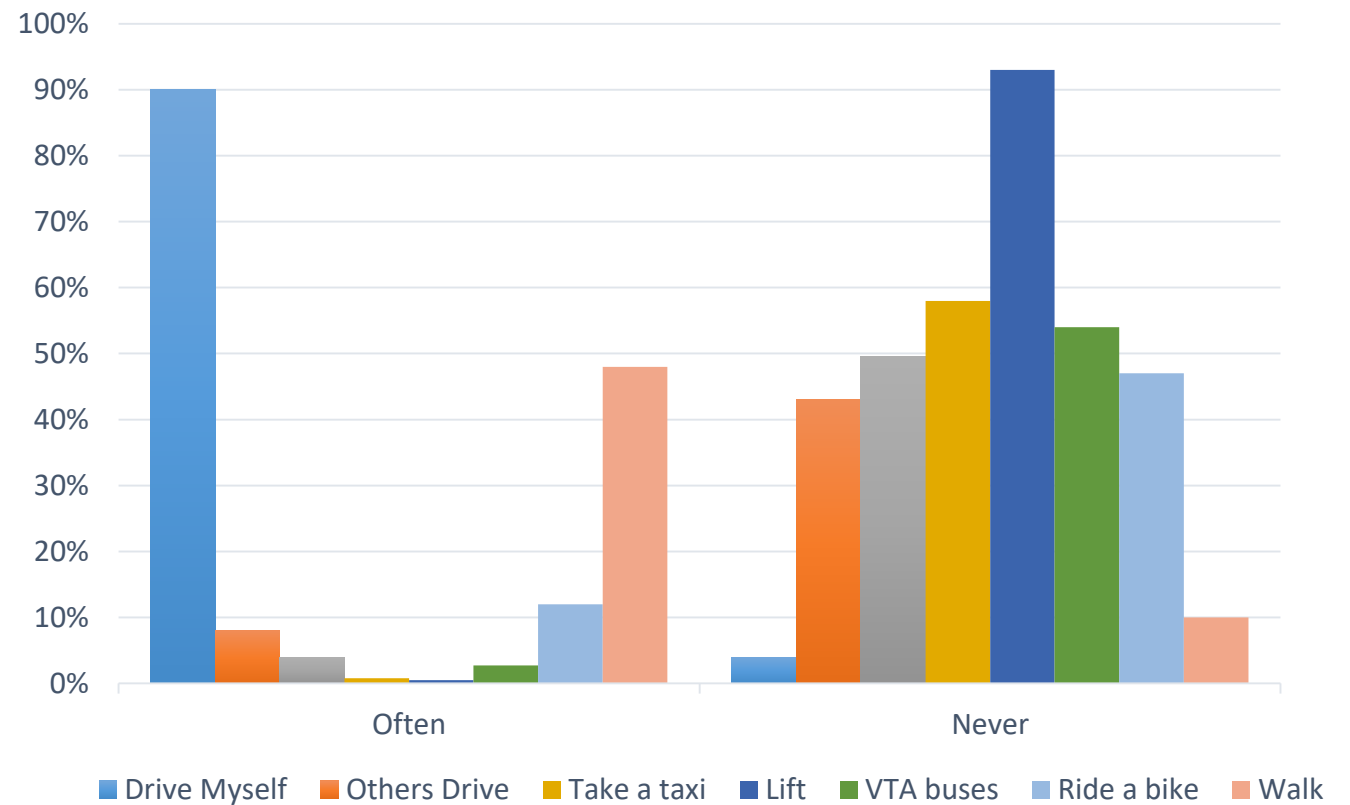
Frequency of driving myself



Drive, walk or bike with minimal usage of other forms of transportation

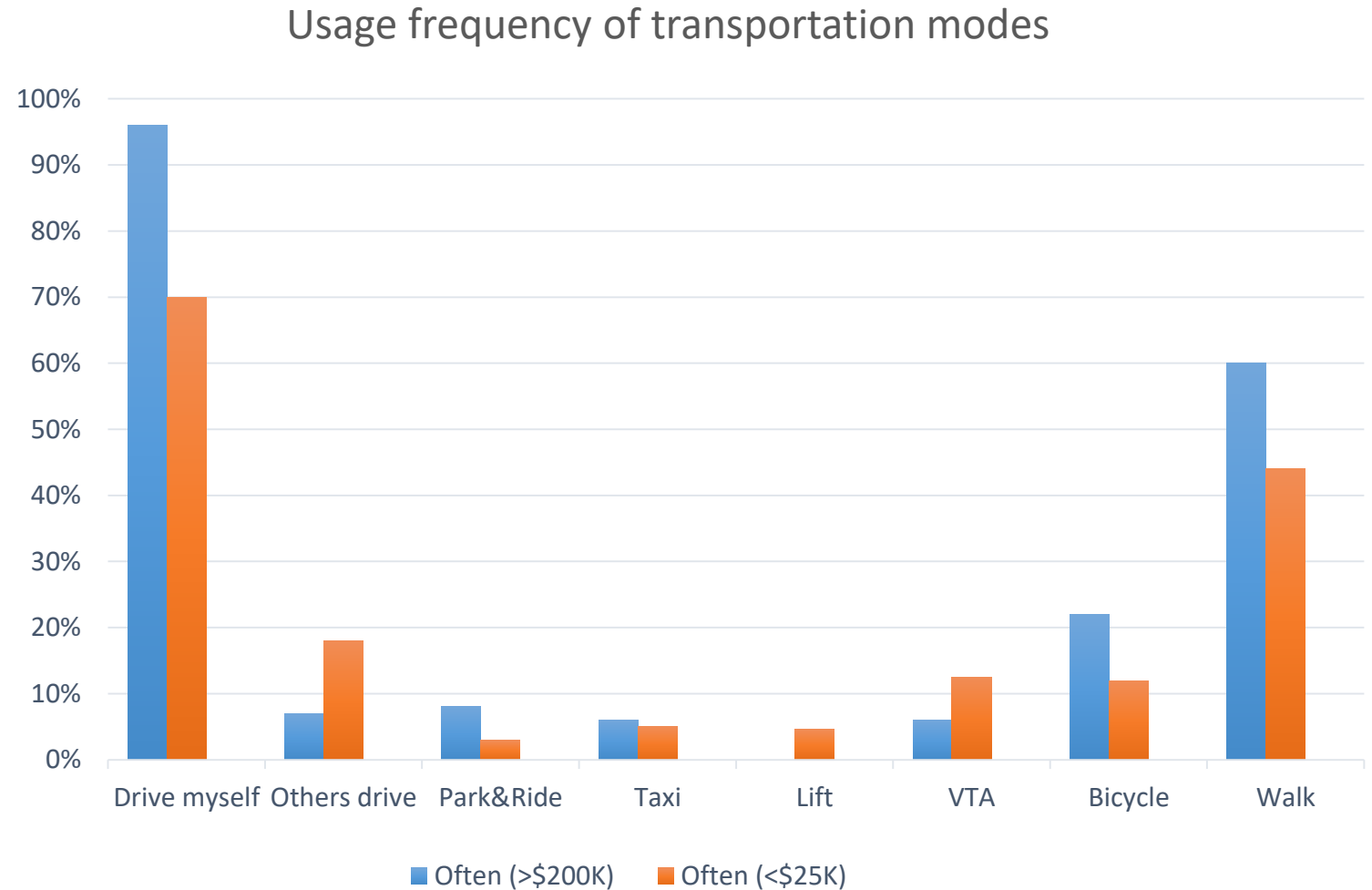
- 1 in 2 older adults report that they “often” walk, and when those who walk “some of the time” it increases to 4 out of 5.
- A sizable number (>30%) of Older Adults also report biking “often” or “some of the time”.
- Other forms of transportation are used infrequently or not at all by most Older Adults.

Usage frequency of transportation modes



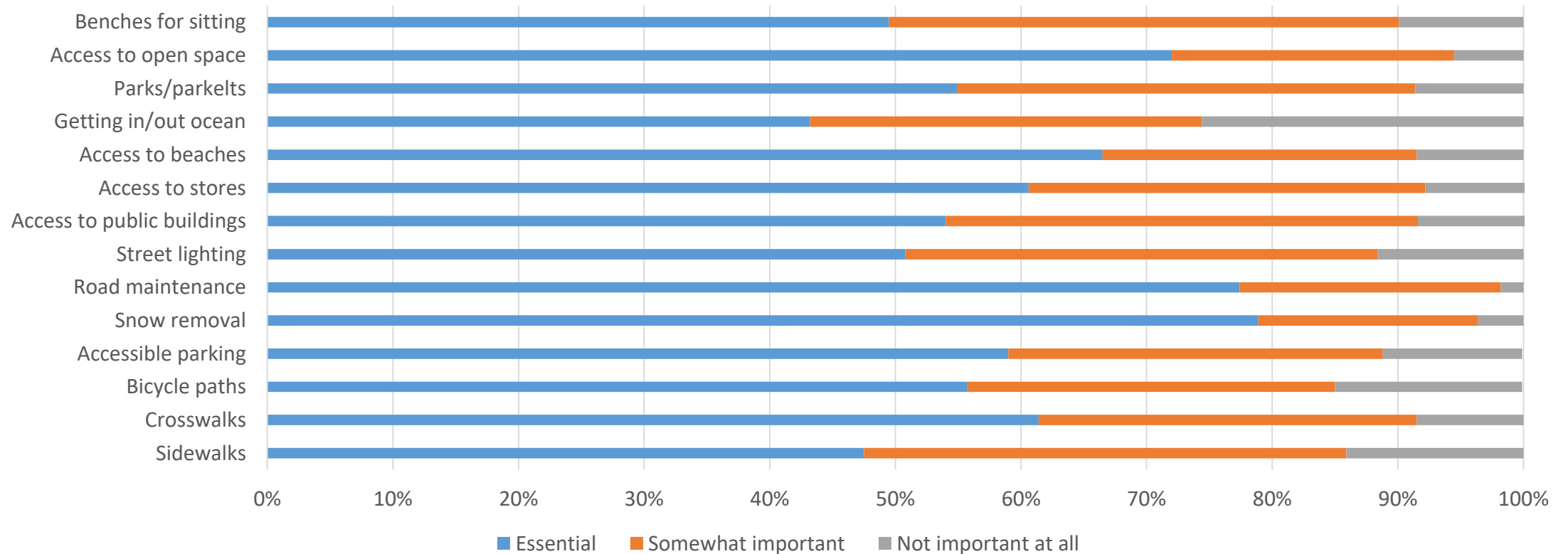
Income impacts transportation mode mix

- <\$25K households drive themselves less often than all other income levels.
- Are more likely to rely on other transportation modes.
- And more often found transportation options delayed or unavailable in COVID (21% often/sometimes versus 5% for >\$200K).



Infrastructure importance aligns with transportation preferences of Older Adults as well as access to nature

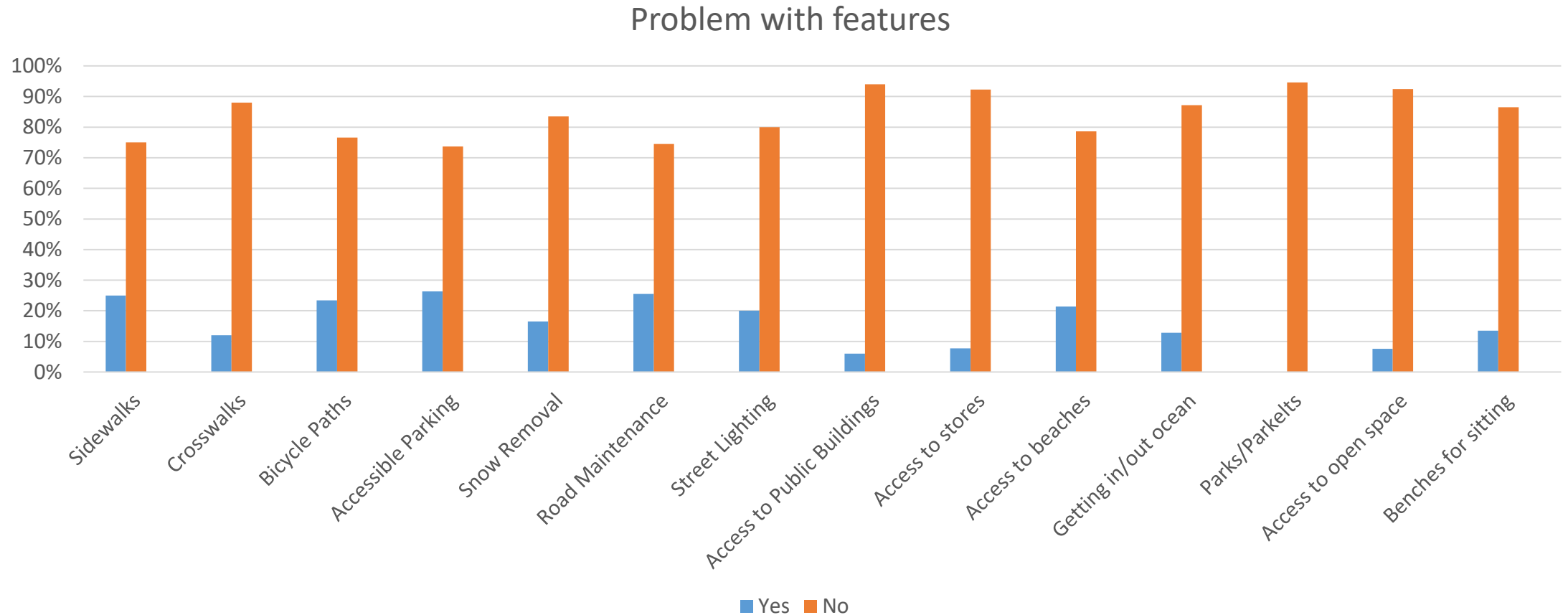
Feature importance



Question 28 (Dec 2020 HAMV Survey)



While the majority don't report problems with infrastructure, a quarter cite road maintenance, parking, sidewalks and bike paths as issues



Where you live does matter when it comes to how you feel about your infrastructure

- Aquinnah and Chilmark residents cite problems with sidewalks more often than others.
- Vineyard Haven and Oak Bluffs residents are more likely to report road maintenance and parking problems.
- And those with the highest income (\geq \$200K) most frequently cite problems with bike paths.

"I think accessibility is a key. There are lots of easy fixes and now is the time."

"As a caregiver for a wheelchair-bound spouse, I find brick sidewalks particularly difficult."

"Seasonal issue. Parking miserable in summer, bike paths essential for safety on crowded roads."

Suggestions for improvement reflect what is important to Older Adults

<i>More parking!</i>	<i>Stumble free sidewalks in town.</i>	<i>Network of connecting bike paths island-wide.</i>	<i>More picnic tables in our public spaces.</i>
<i>Bus stops should have a shelter with a bench.</i>	<i>More benches downtown and on island trails and beaches.</i>	<i>Reduce the number of cars/trucks.</i>	<i>Get bikes off the roads and sidewalks and onto bike paths!</i>
<i>Clearly marked lane lines and crosswalk diagonals.</i>	<i>Improve street lighting including crosswalks in eco-friendly way.</i>	<i>Increase and improve beach access and parking.</i>	<i>It's too difficult to get to the post office.</i>
<i>Clear snow and hedges away from walkways.</i>	<i>Improve signage on roads, trails, and bike routes.</i>	<i>Better maintain roads, bike paths – remove sand and debris.</i>	<i>Where are our year round public bathrooms?</i>

Increased demand for alternative transportation options is looming and age-related

- As Older Adults age, they are more likely to have experienced difficulty in receiving transportation services.
- The demand for transportation services across all ages will increase.

	Total	60-64	65-69	70-74	75-79	80-84	85+
Present difficulty in obtaining transportation	4.30%	1.90%	2.00%	2.60%	4.70%	7.30%	15.30%
Need for transportation in the next 2 years	14.70%	7.90%	7.40%	10.50%	17.10%	27.70%	47.00%

Income and gender also impact usage/need of transportation services

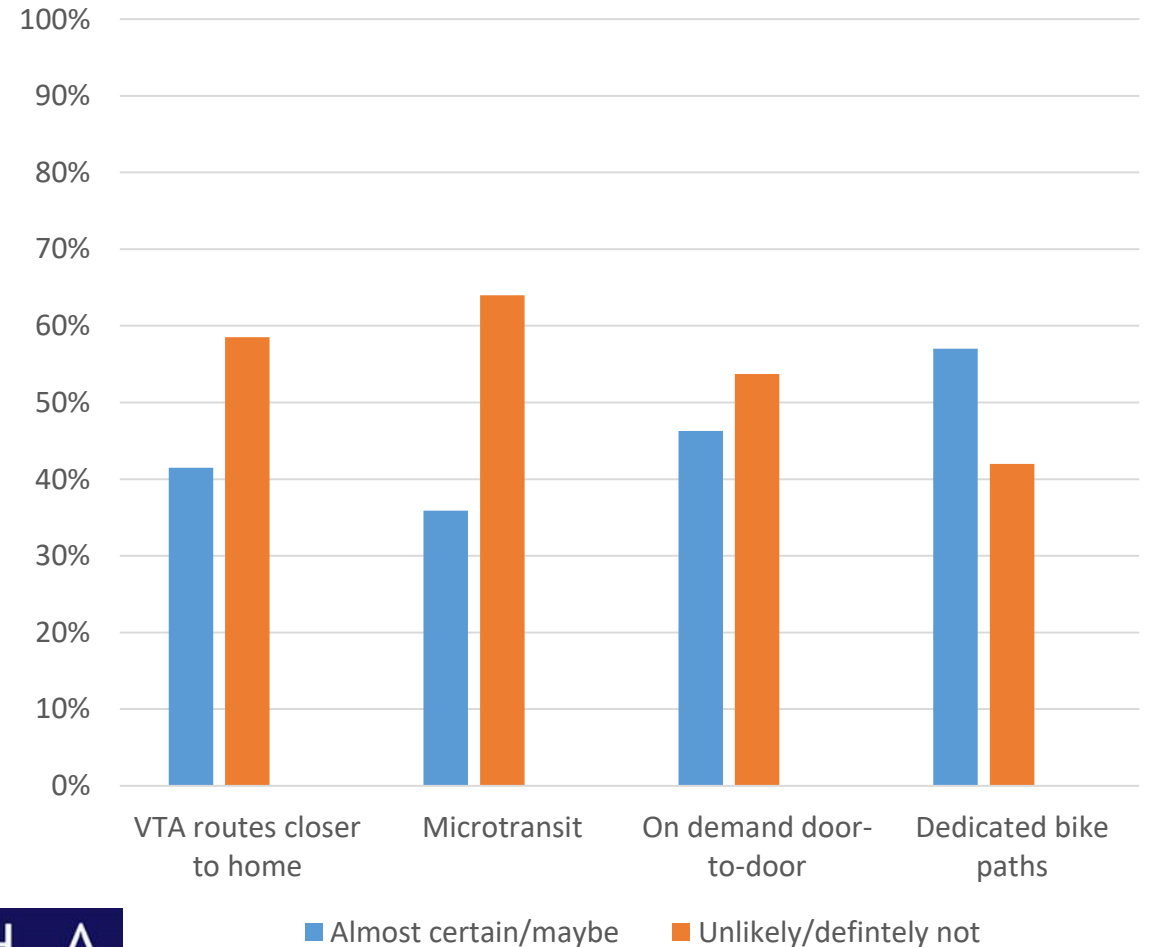
- Lower income Older Adults have more need now and in the future.
- Women are more likely than men to have a need for transportation.

	Total	<\$25K	\$25-\$50K	>\$50-\$100K	>\$100-\$150K	>\$150-\$200K	>\$200K+
Present difficulty in receiving transportation	4.30%	17.20%	8.60%	2.20%	1.60%	0.00%	1.10%
Need for transportation in the next 2 years	14.70%	29.70%	23.00%	13.50%	11.60%	4.90%	5.10%

Older Adults express interest in other transportation options

- 4 in 10 are “almost certainly” or “may” use additional VTA fixed routes (closer to home) if available – more than twice the number of Older Adults who report current usage of the VTA.
- Lower income households are more likely to consider new alternative transportation options.
- Common theme of greater convenience resonated with older adults (closer to home, on demand, etc.).
- Limitations of current bike paths a sore point for Older Adults and impacting usage.

Likelihood to use transportation options



How our Older Adults connect

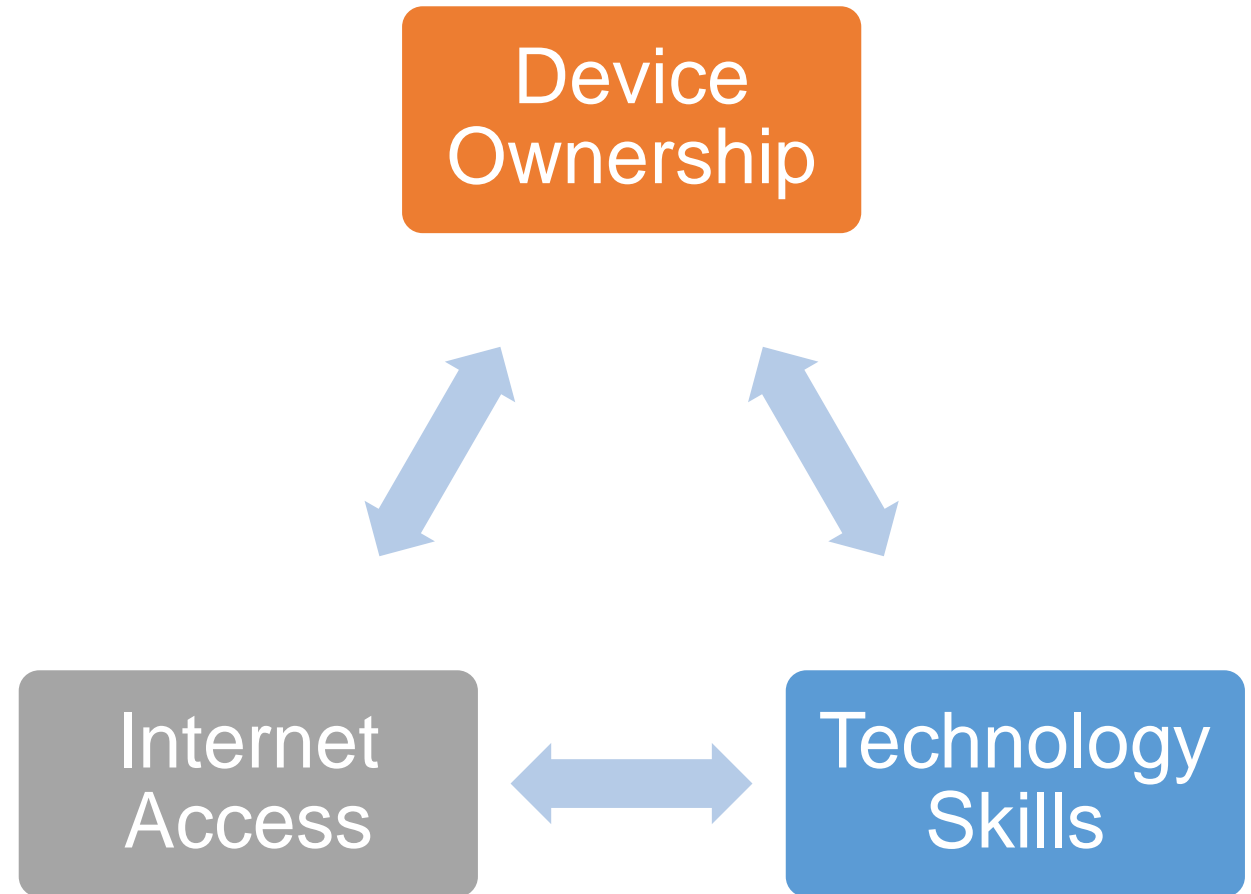
Technology usage abounds, although Older Adults need support to keep current and expand their expertise and confidence.

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The Technology Trinity - Optimization is the opportunity

- While device ownership is high, it is unclear how much these various devices are actually being used or how fit-for-purpose they are.
- Internet access is reported by 9 out of 10 respondents, although this may occur via their smartphones and the quality is unknown.
- Older Adults want to stay current and are looking to strengthen their technology skills.



Device ownership high amongst Older Adults

The majority of respondents have a smartphone with the exception of those 85+ where 1 in 2 do not.

Penetration of landline phones, computers and tablets is very high, with almost 9 out of 10 households reporting such device ownership.

There was minimal acquisition of devices since COVID, with less than <2% of respondents making a purchase in any category after March 2020.

Overall, 10% reported having a medical alert button, although this increases to 45% for those 85+.

Technology ownership and access differ by age and income

85+ age group	<\$25K income levels	Reasons for not having Internet access
<ul style="list-style-type: none">• Almost 15% of respondents do not have internet in their homes versus 95% for other age groups.• More likely to have a flip phone versus a smartphone.	<ul style="list-style-type: none">• Almost 20% of respondents do not have internet access in their homes.• They are less likely to have devices than other income categories.	<ul style="list-style-type: none">• No need.• Too expensive.• Don't know how to get started.• Poor reception.

Older Adults express a desire to learn more and some feel insecure about technology skills

Almost **9 out of 10** respondents report awareness of digital devices, enjoyment using them, and are comfortable doing so.

Almost **1 in 3** admit they feel uncomfortable when others talk about digital technologies; this increases to almost **1 in 2** for those over 85+ and with incomes <\$50K.

4 in 10 feel behind their peers in digital technology usage.

9 in 10 Older Adults are willing to learn more about digital technologies and feel it is important to do so.

Communication preferences reflective of devices owned, technology people are comfortable with, skill level, and the level of perceived digital/social isolation

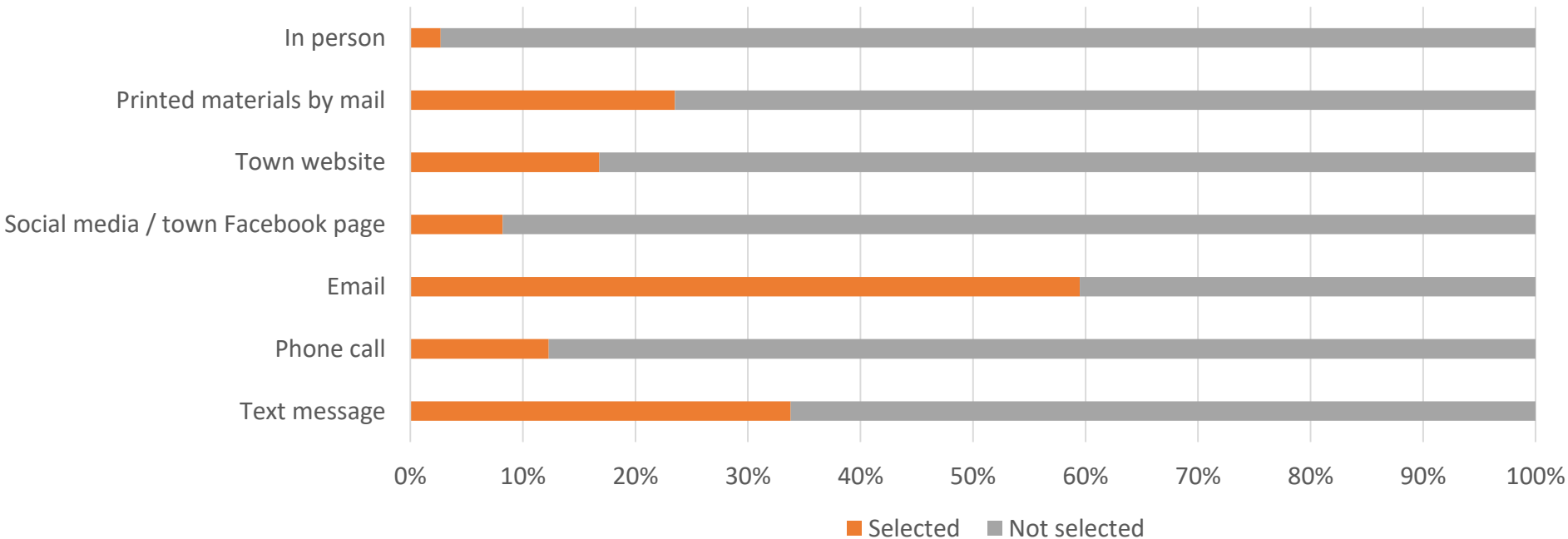
Different strokes
for different
folks.

Preferences
regarding
communication
from towns
depend on age
and the type of
information being
disseminated.

To be truly
inclusive, must
do them all.

For occasional town updates Older Adults overall prefer email, text messages, and printed materials by mail

For occasional town updates, respondents prefer...

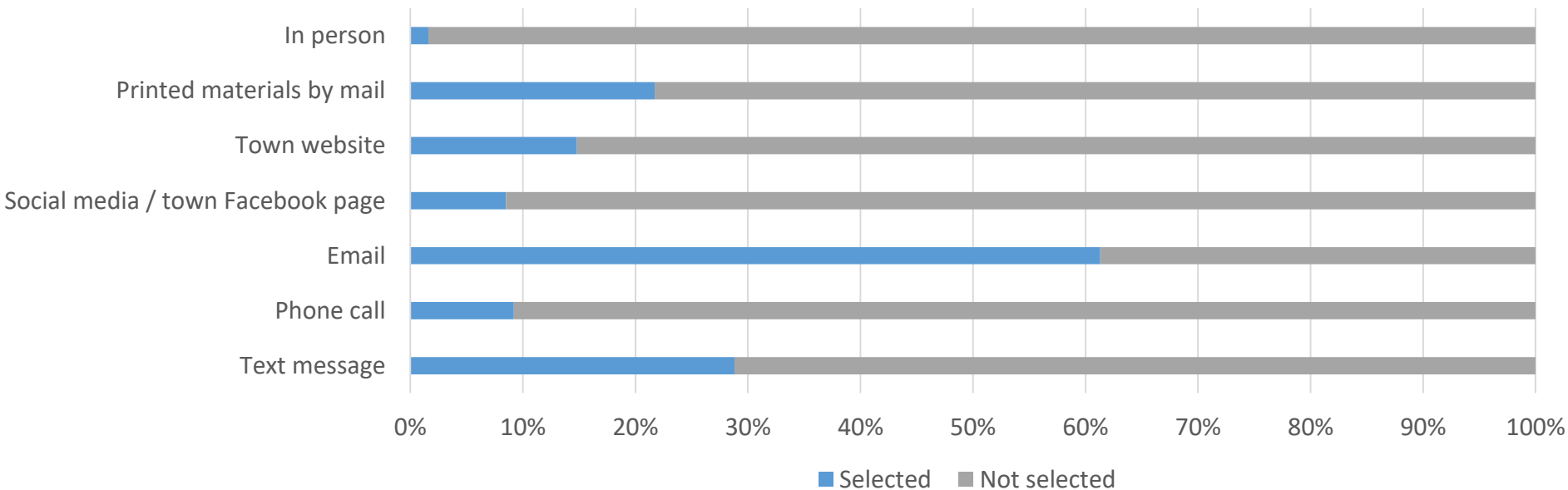


- Overall email was the most preferred channel for occasional town updates.
- For respondents who are 85+, 1 out of 2 prefer to receive occasional updates via email and/or printed material by mail.
- 1 out of 3 85+ prefer a phone call.



For information about upcoming events and deadlines, Older Adults prefer email although text messages, phone calls, and printed materials important to some

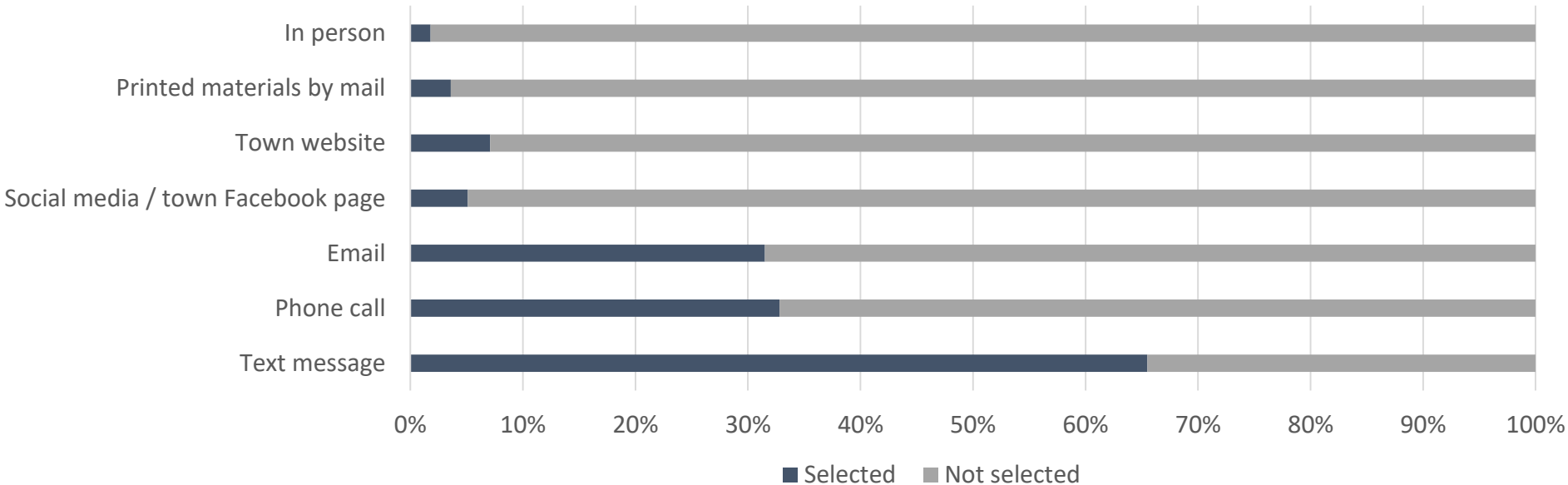
For information about upcoming events and deadlines, respondents prefer...



- 3 in 5 prefer email communication (even more among those >\$100K).
- 3 in 10 prefer text message (4 in 10 of Black respondents).
- Phone calls and printed materials more important for 85+, <\$25K, and Black respondents.

Text messages, phone calls, and emails best for short term emergency information

For information about short term emergency information, respondents prefer...



- 2 out of 3 respondents overall prefer text communication for emergencies.
- However for 85+, 3 out of 5 prefer a phone call.
- 1 in 3 respondents across all demographics also prefer emergency information via email.

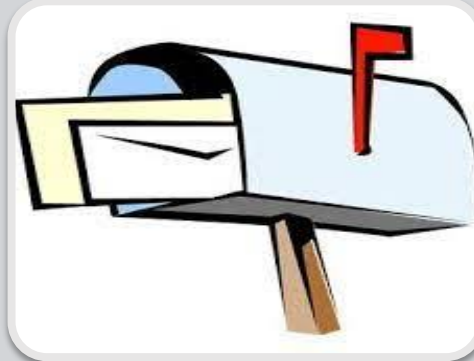
Communication preference depends on age and information type



Text message is top choice for emergency communication for more respondents (except 85+).



Phone calls important for emergencies especially for respondents who are 80+.



Almost 1 in 4 want to receive occasional updates and information about deadlines and events by mail (even higher among Black respondents and those with incomes <\$25K).



Email is top choice for occasional town updates and information about upcoming events & deadlines.

How our Older Adults feel

It's all relative.



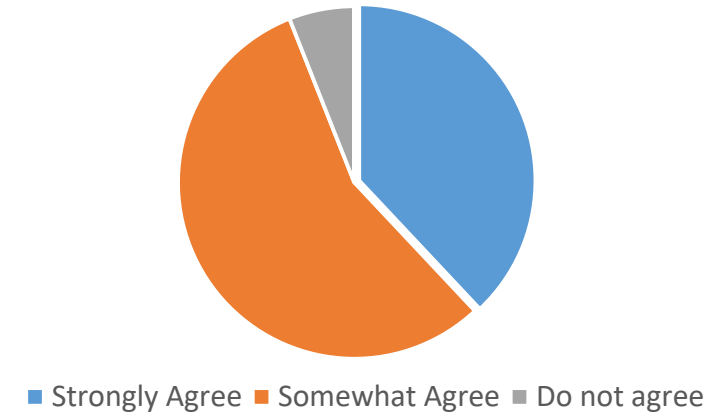
We see ourselves as (relatively) healthy and valued

- 9 in 10 Older Adults rate their overall physical, oral and mental health as excellent or good as compared to “most people your age”.
- However, 20% report mobility issues.
- The vast majority of Older Adults, regardless of age, feel valued by the Vineyard community.
- The responses to these two questions are almost identical to the 2015 survey responses.

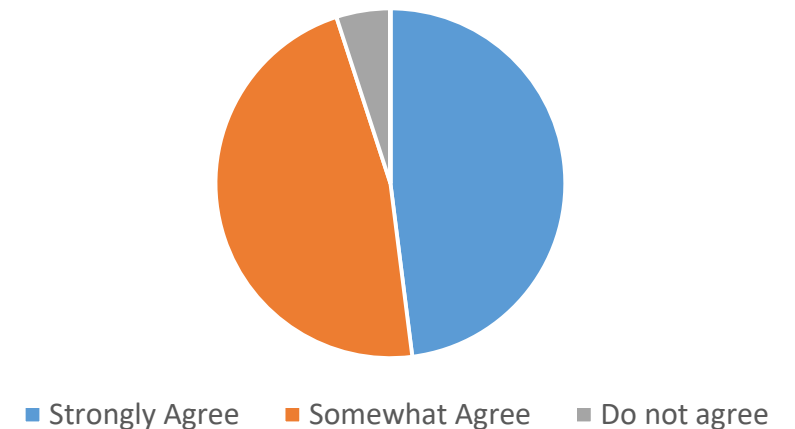
Question 33, 40, 41 (Dec 2020 HAMV survey)



The Vineyard community values the opinions and thoughts of our older adults

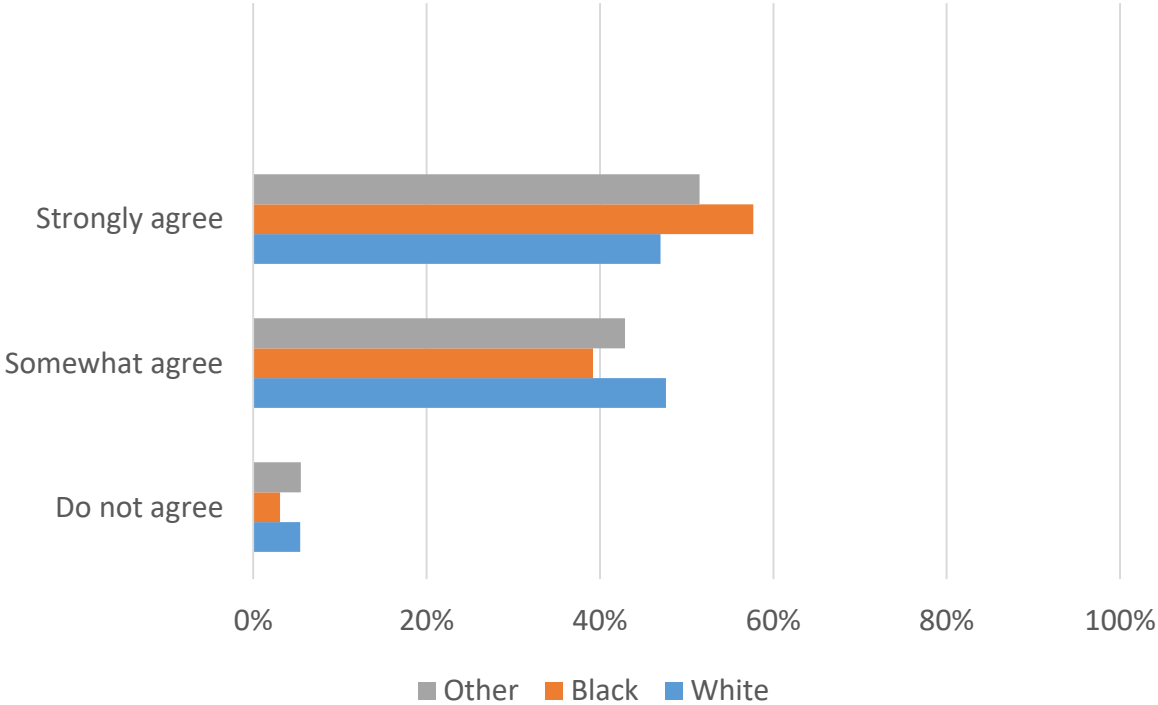


The Vineyard is a great place for people to live as they are aging

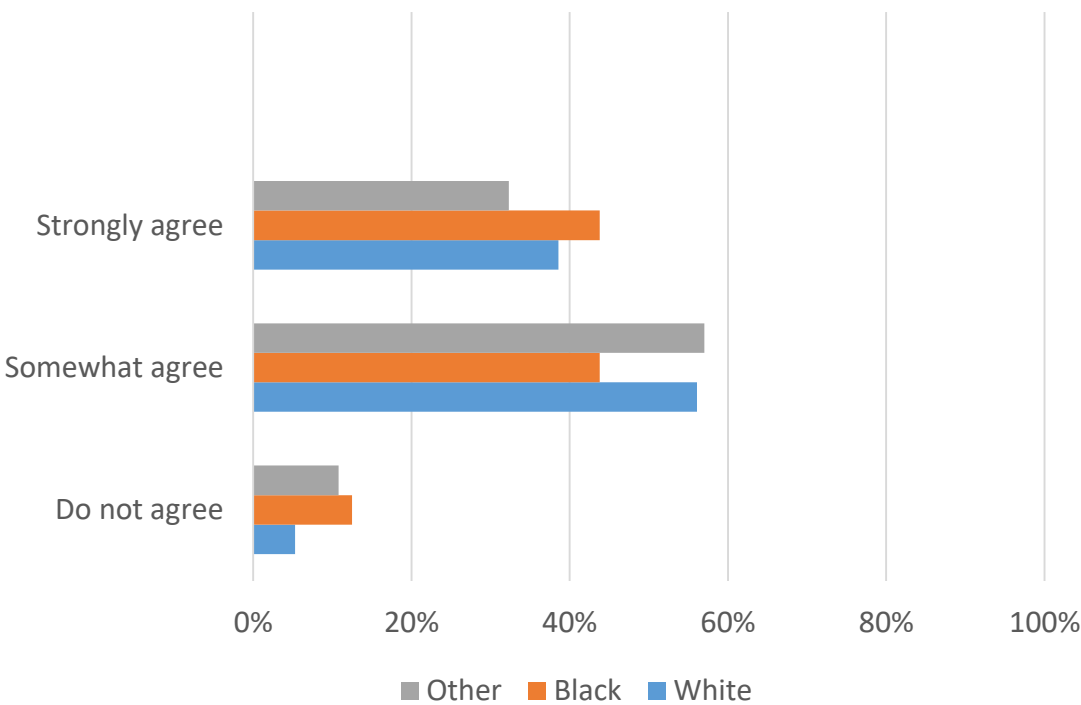


Some slight differences by ethnicity can be seen for how Older Adults perceive aging on the Island

The Vineyard is a great place for people to live as they are aging



The Vineyard values the opinions of Older Adults

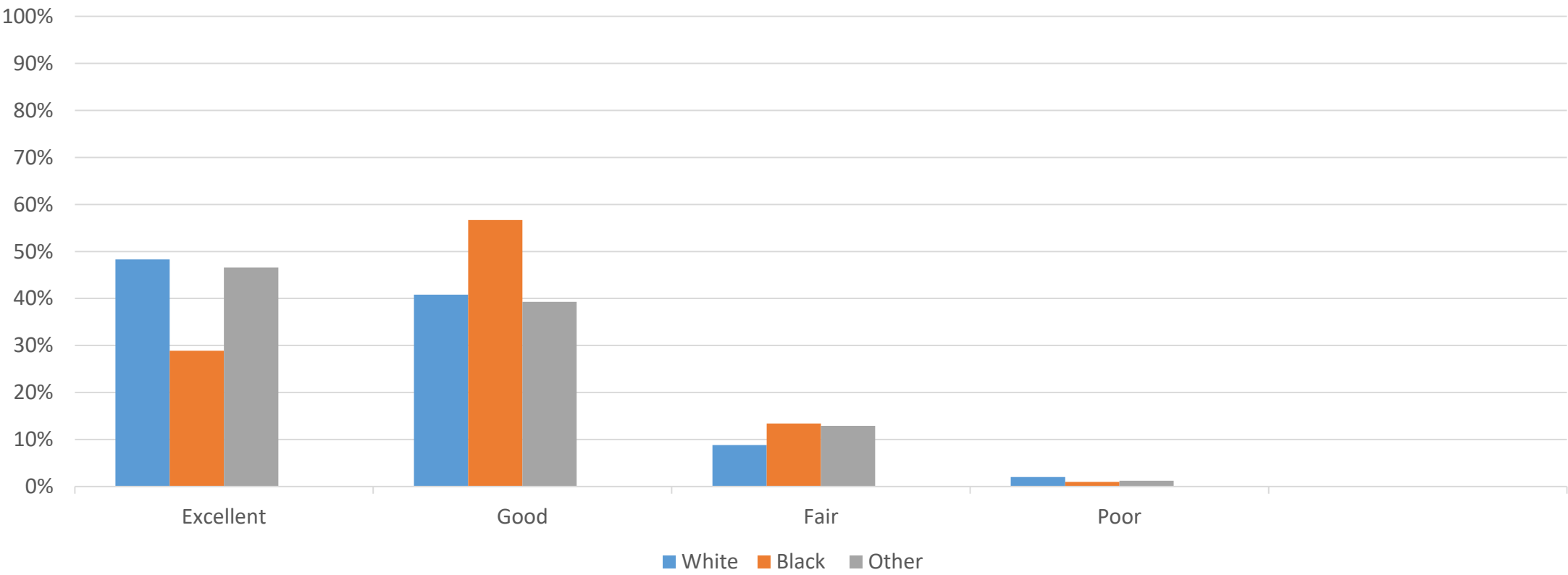


Questions 40, 41 (Dec 2020 HAMV survey)



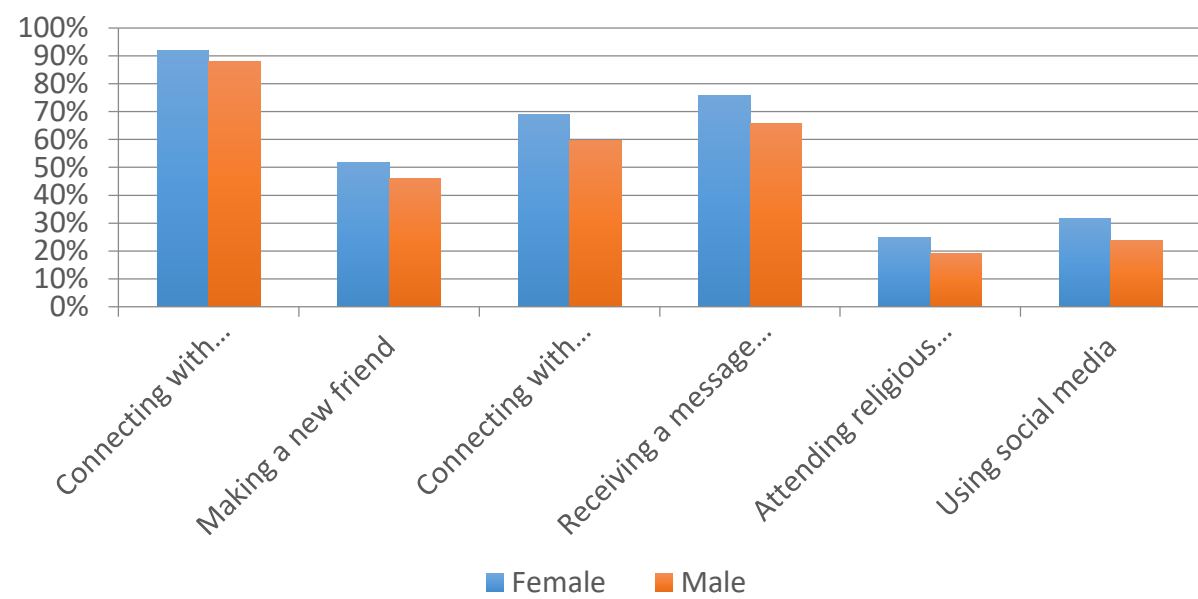
Some differences in self-reported health status – Black respondents less likely to define physical health as excellent

In comparison to most people your age, how would you rate your overall health?

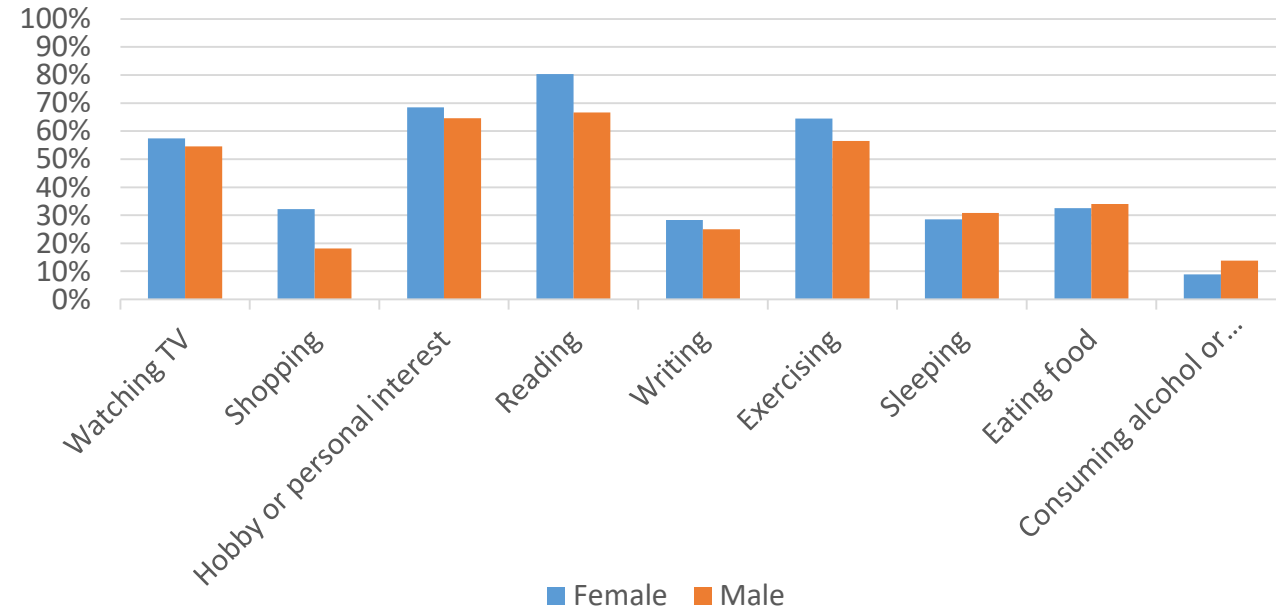


Most Older Adults sought connection to feel less lonely

Ways of connection that helped Older Adults feel less lonely



Interests/activities that helped Older Adults feel less lonely



9 in 10 Older Adults found comfort in communicating with friends and family

Older, female, and Black respondents more likely to indicate that religious services abated loneliness

4 out of 5 Black respondents reported that watching TV helped abate loneliness

Slightly more likely for men to admit they consume alcohol or drugs



Older Adults describe a rich range of activities and means of staying connected...

"I don't feel lonely!"

Walking and hiking the island's trails.

Singing and listening to good music!

Playing tennis and pickleball, cooking club, book club...

Painting Oak Bluffs landscapes; contributing to community issues.

Walking my dog.

Doing Duolingo in Spanish.

AA on Zoom.

Making art since 12 years old.

Fishing with two friends.

Gardening, watching birds, cooking, walking with friends.

Working from home as a consultant engineer.

Meditation.

I do not feel lonely. I have a wonderful husband.

My life is pretty complete.

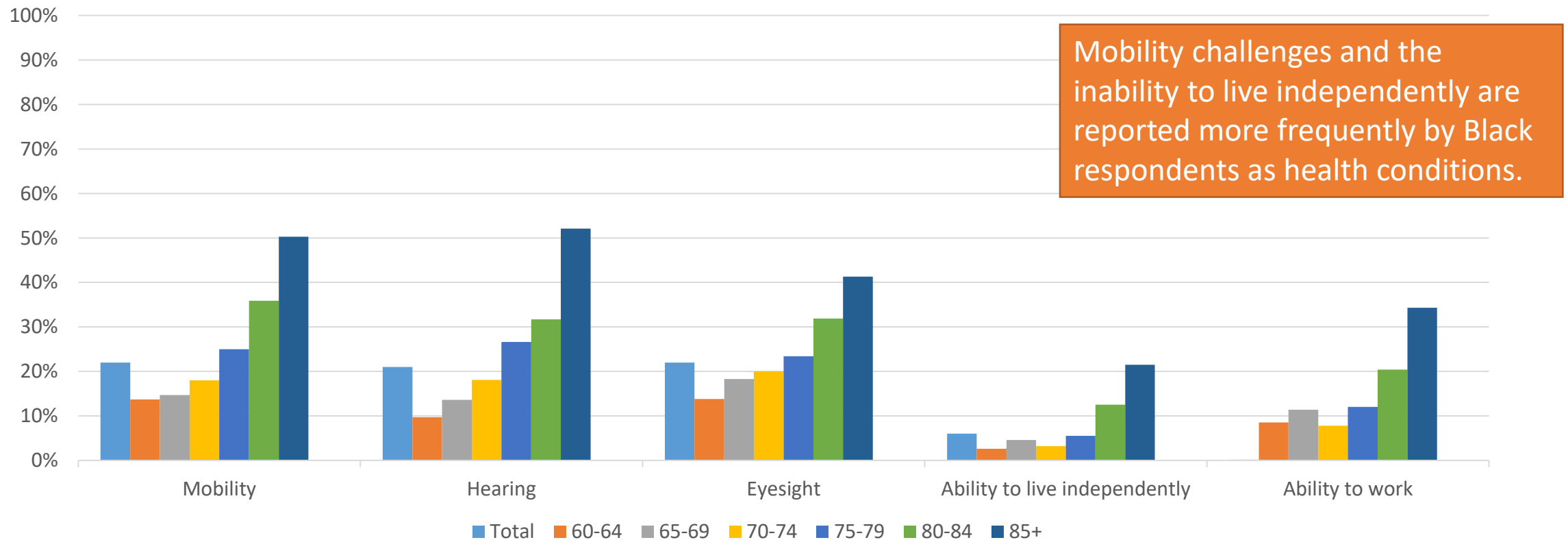
Farm life – taking care of the hens and egg production, vegetable gardening.

H A

M V

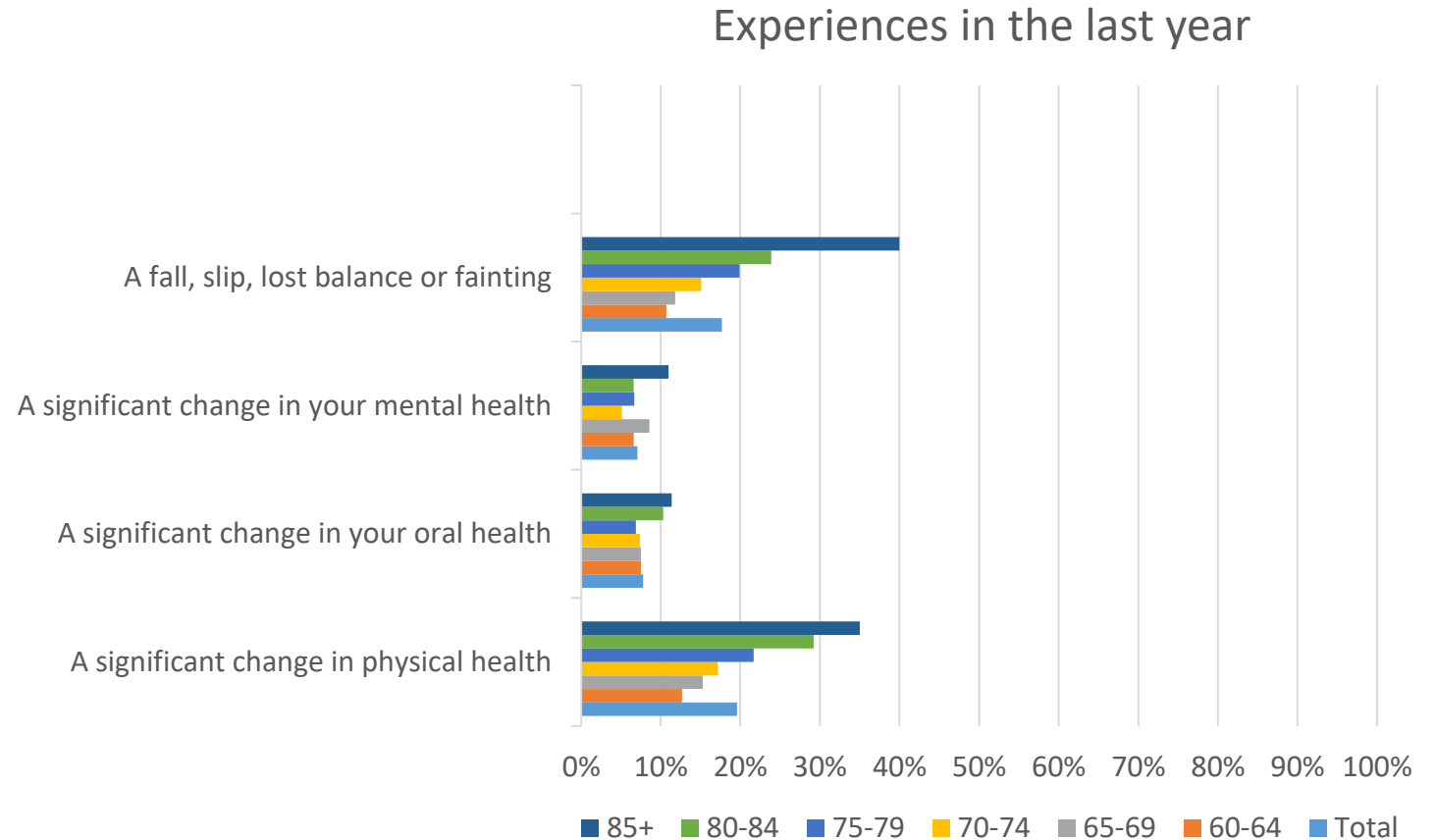
Health conditions increase with age, with mobility; hearing and eyesight similarly affected

Health conditions/disabilities which affect:



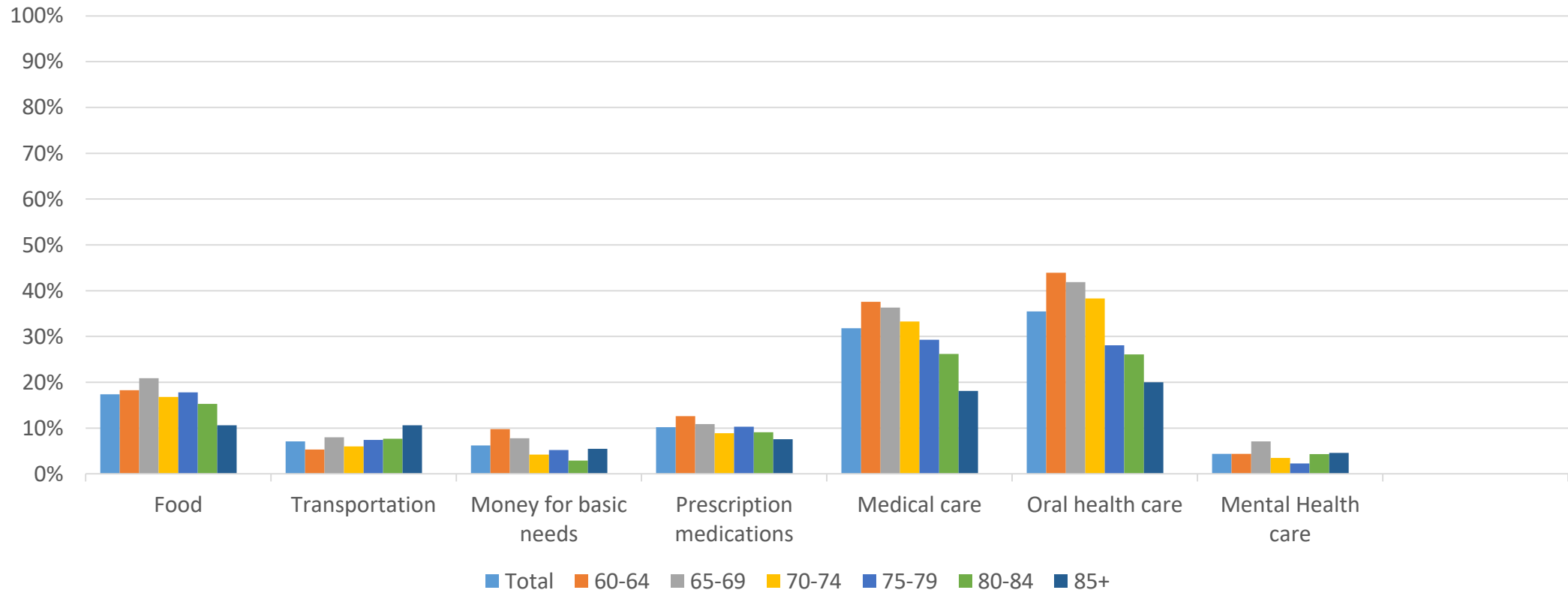
Frequency of falls and changes in physical health increase with age

- Almost 20% reported a fall in the last year, which increased to 40% for Older Adults 85+.
- Changes in physical health were reported by 1 in 5 Older Adults, surpassing changes in oral or mental health.



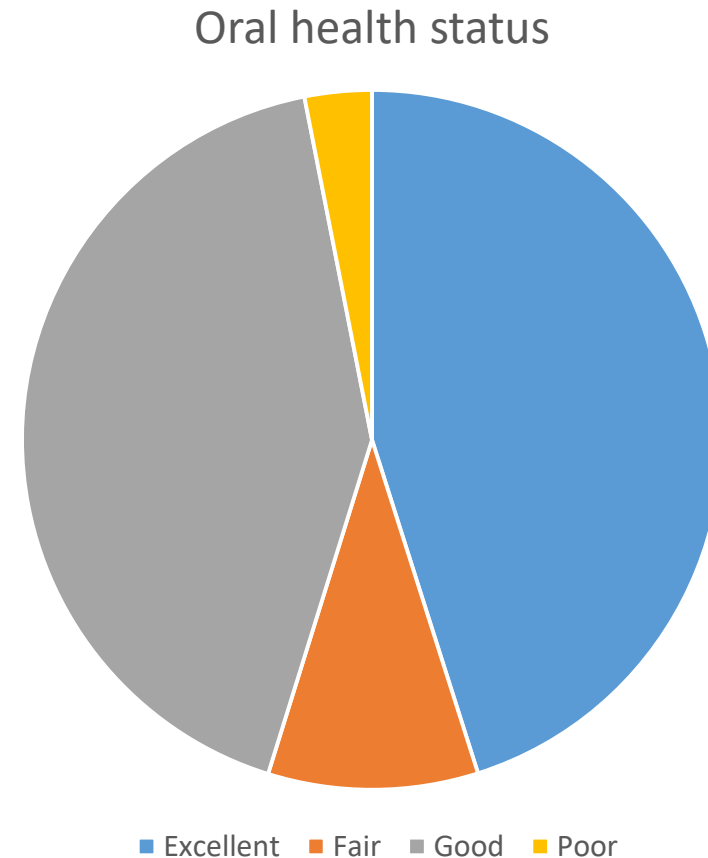
1 in 3 experienced delays in obtaining oral health or medical care during COVID, although less so for 75+

Delays/unable to obtain since March 1, 2020



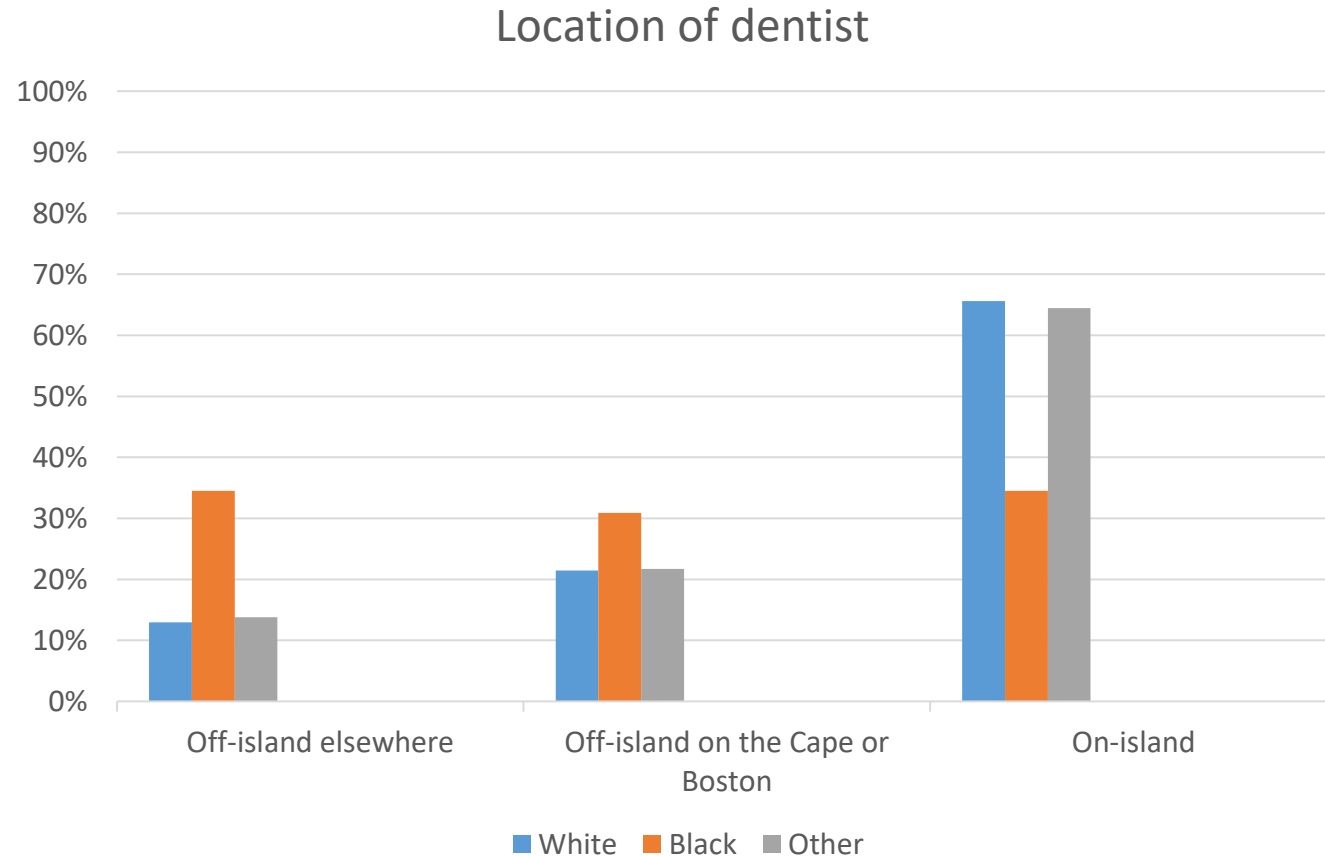
Age and income matter when it comes to oral health and care

- 75+ Older Adults are more likely to rate their oral health as good or fair (rather than excellent) than for other age groups.
- Less than 10% of the total report a significant change in oral health in the last 12 months, with the exception of those 85+ and those with incomes <\$50K.
- 10% do not have a dentist, although this increases to 20+ for 85+ and those with incomes <\$50K.
- Of those who do have a dentist, 65% have a dentist on-Island, 20% on the Cape or in Boston and 14% off-Island elsewhere.



There are also oral health differences by ethnicity

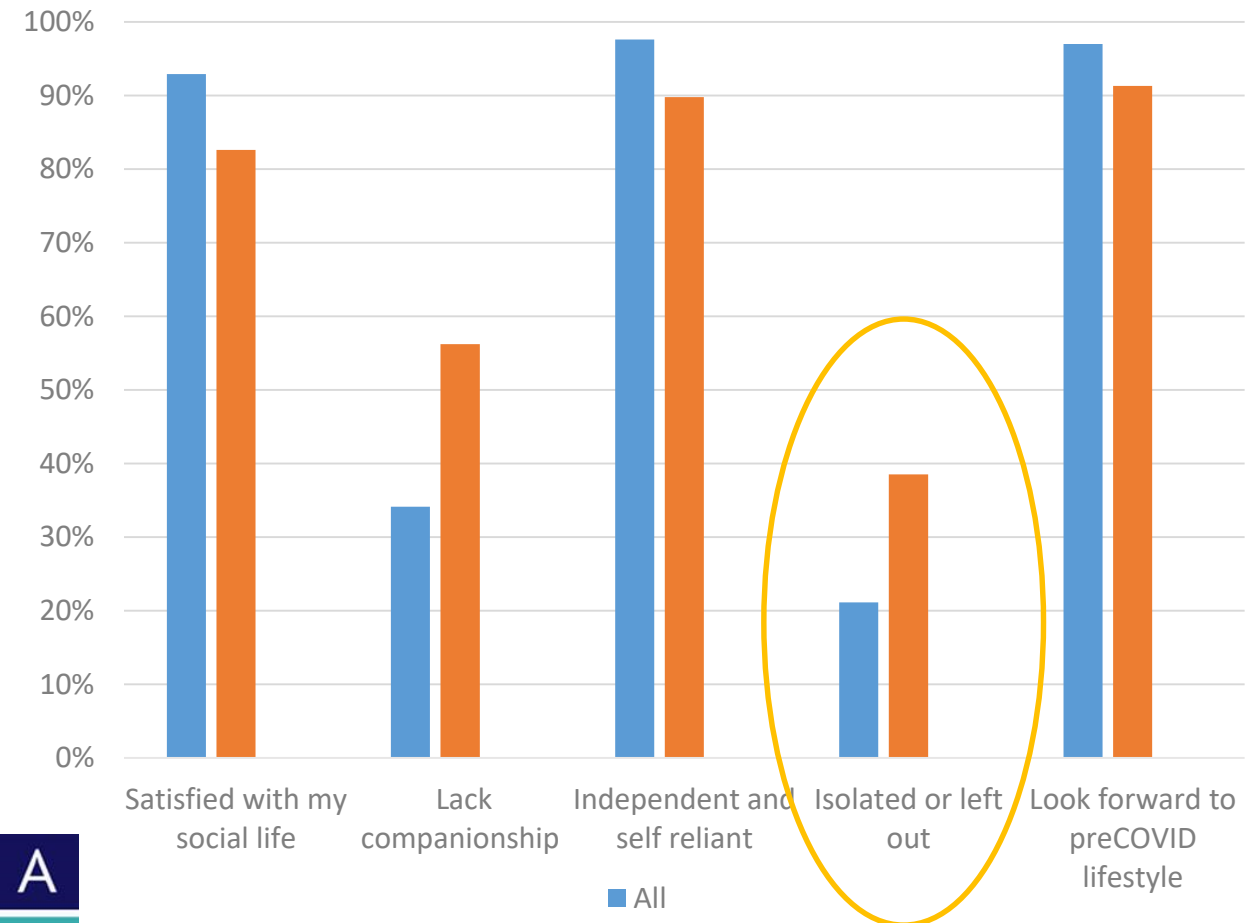
- Consistent with the higher seasonality of Black respondents, they are less likely to have an on-Island dentist.
- Black respondents are more likely to have reported a decline in oral health in the last year (15% versus 7%).



Most found a way to stay socially connected during COVID

- Those with incomes <\$25K were more likely to express a lack of social connection during COVID.
- Older Adults found a way to make it work and fell socially connected, independent and self-reliant often or at least some of the time.

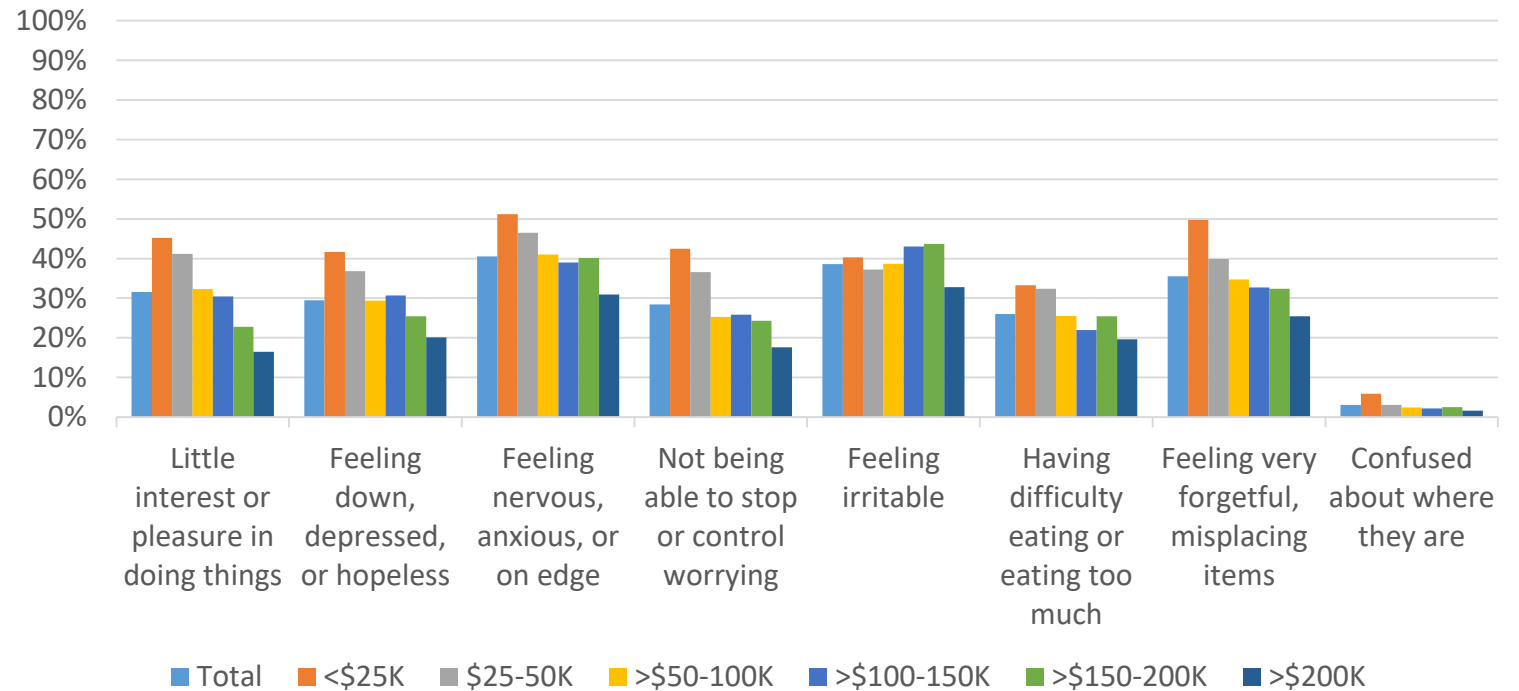
% of Older Adults who often or some of time felt during COVID



But COVID has taken a toll, particularly on Older Adults with lower income

- 1 out of 3 Older Adults report evidence of stress.
- Those with annual incomes <\$50K reported more evidence of stress.
- Older respondents reported to weather the emotional storm better than average though feel more forgetful and confused about where they are.

Over the last months, respondents reported experiencing the following sometimes/often



Older Adults looking ahead

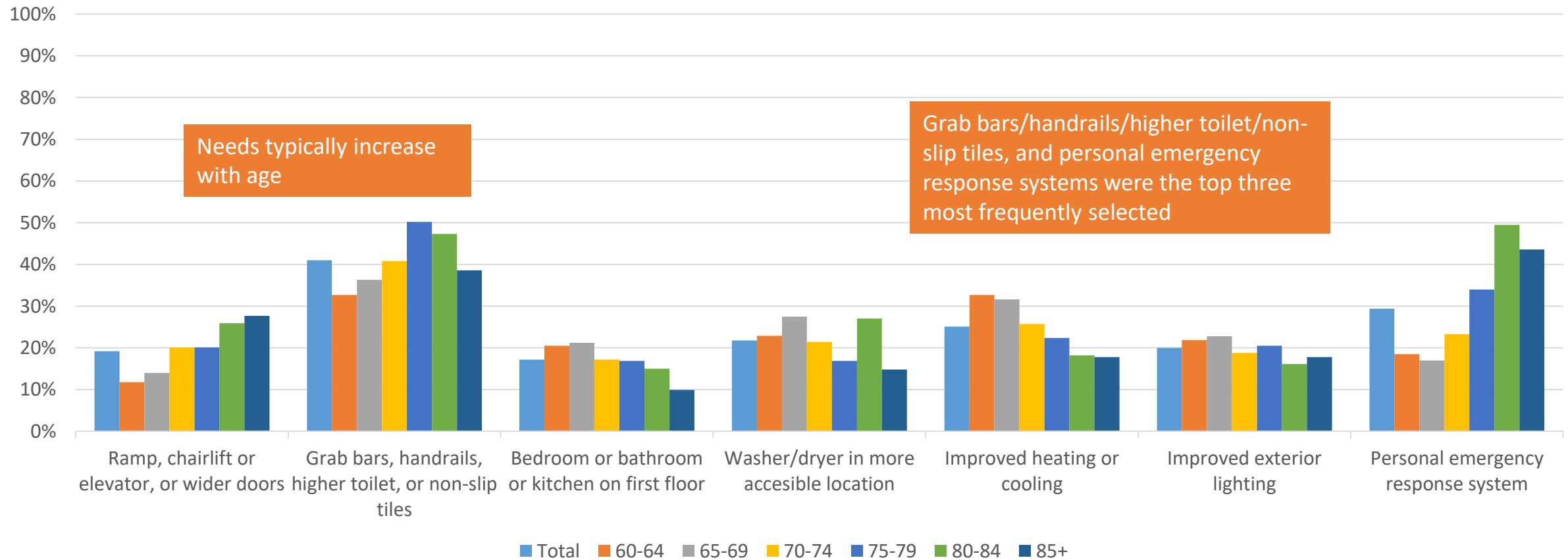
More will need more.

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Although most Older Adults want to age in place, 2 out of 5 report that modifications to their homes are necessary

Of those who need home modifications, what needs to be done?



Question 8 and 53 (Dec 2020 HAMV survey)



Older Adults also reported needing home modifications within the next two years such as:

Other home safety modifications: walk in shower, generator, alarm system, banister, interior lighting, vehicle access

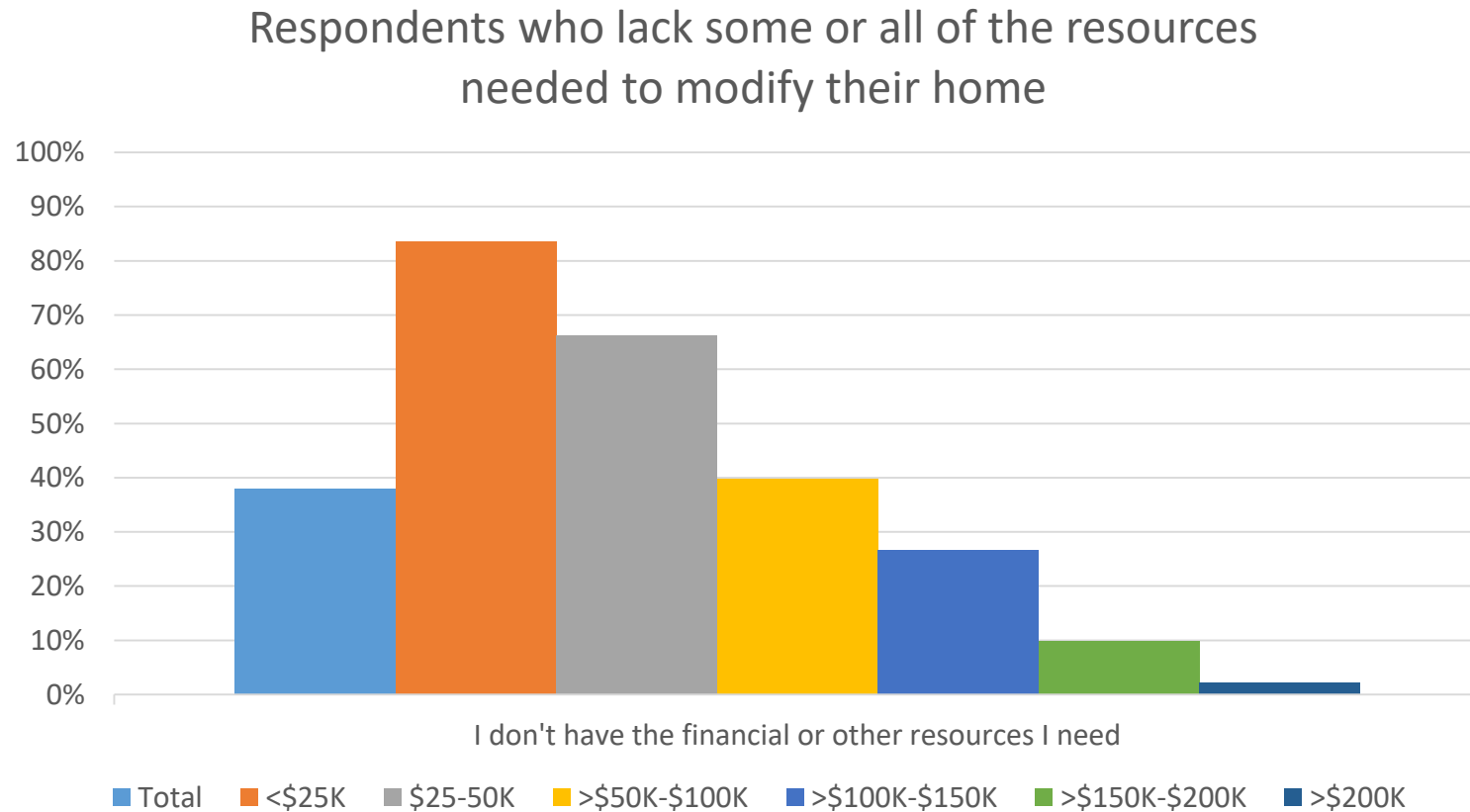
Conveniences that become necessities: washing machine and dryer

Caregiver residence

Other basic home repairs including: roofing, siding, painting, windows, plumbing, porch railings, exterior stairs

Bathroom renovation, electrical updating

1 in 3 Older Adults who need to make home modifications lack some or all of the budget to do so

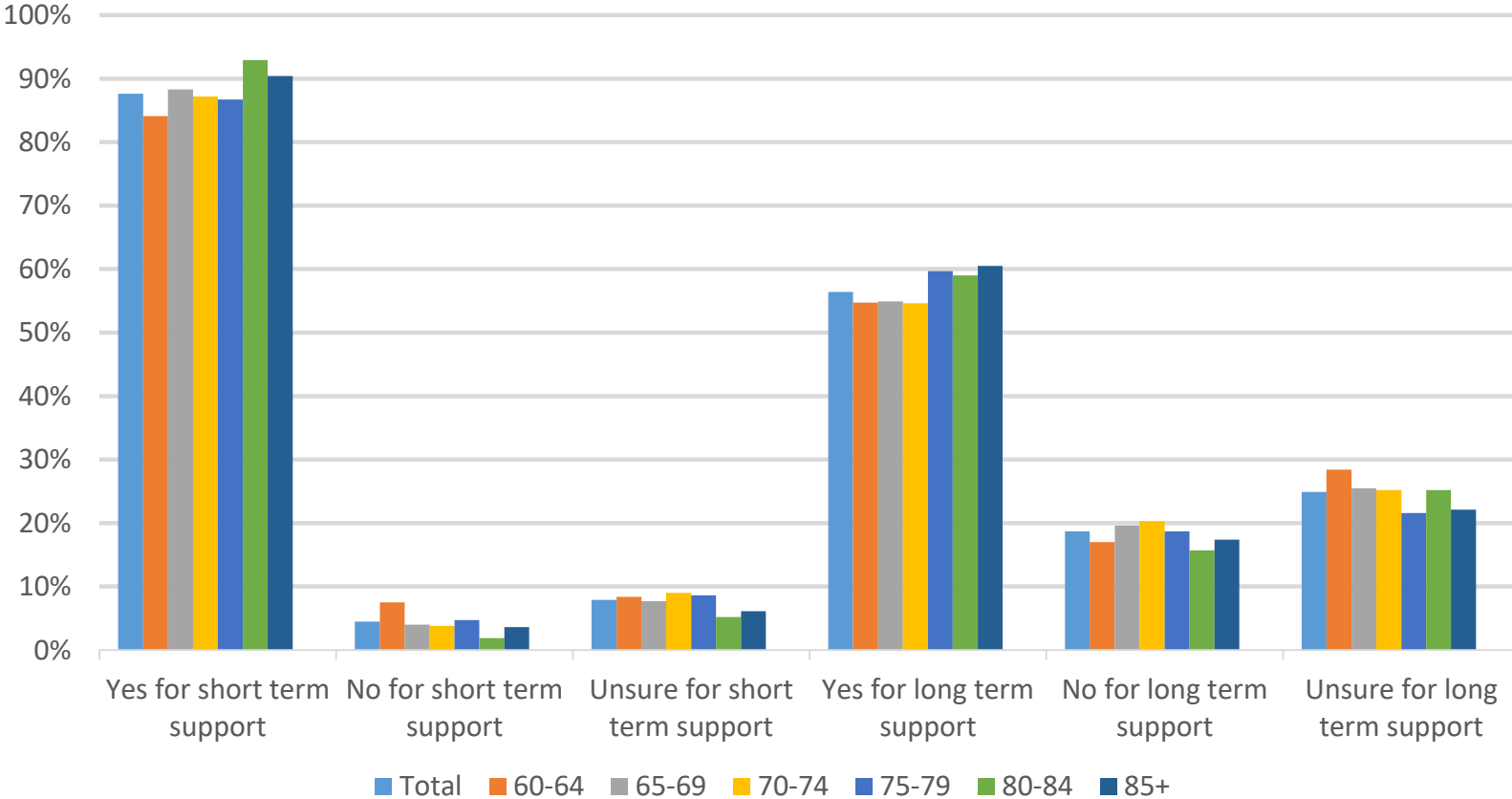


- 4 out of 5 respondents with <\$25K in annual income lack some or all of the funds needed to modify their homes.
- 2 out of 3 who have <\$50K in annual income lack some or all of the funds needed.
- 50% of Black respondents report needing some support funding home modifications.

Family and friends are a safety net for short term emergencies, however 4 in 10 uncertain on longer term support

- Similar safety net availability for all age ranges.
- Lowest income <\$25K less likely to have short or long term support network.
- Females slightly less likely to have long term support network in place.

Availability of family and friend support



Older Adults describe long term support needs “in their own words” although many not able to visualize what they might be

“Respite care as I am a caregiver for my husband.”

“Assisted living or senior facility with home services.”

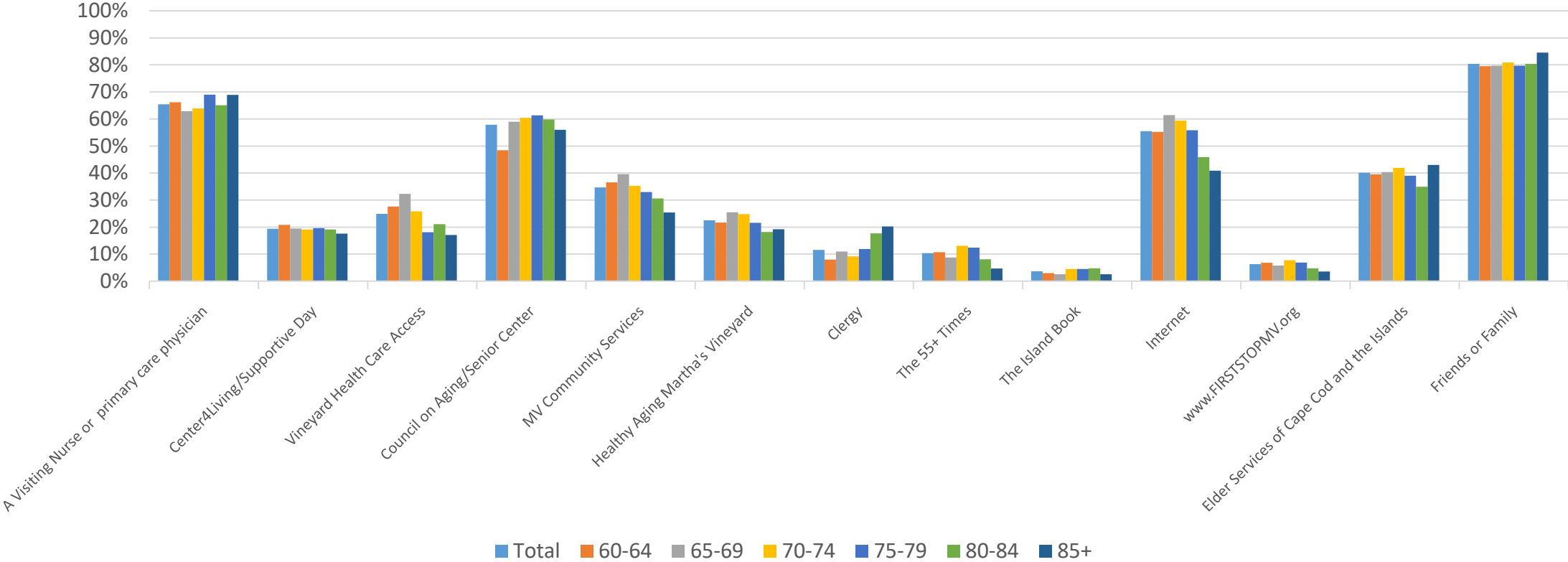
“Help with shopping and getting around.”

“I might need cognitive help. Both my parents had dementia.”

“Hopefully nothing, would like to drop dead suddenly on the tennis court after winning the match.”

Older Adults most often turn to family and friends, physicians, the Internet, and COAs for information on services

Resources utilized when need information



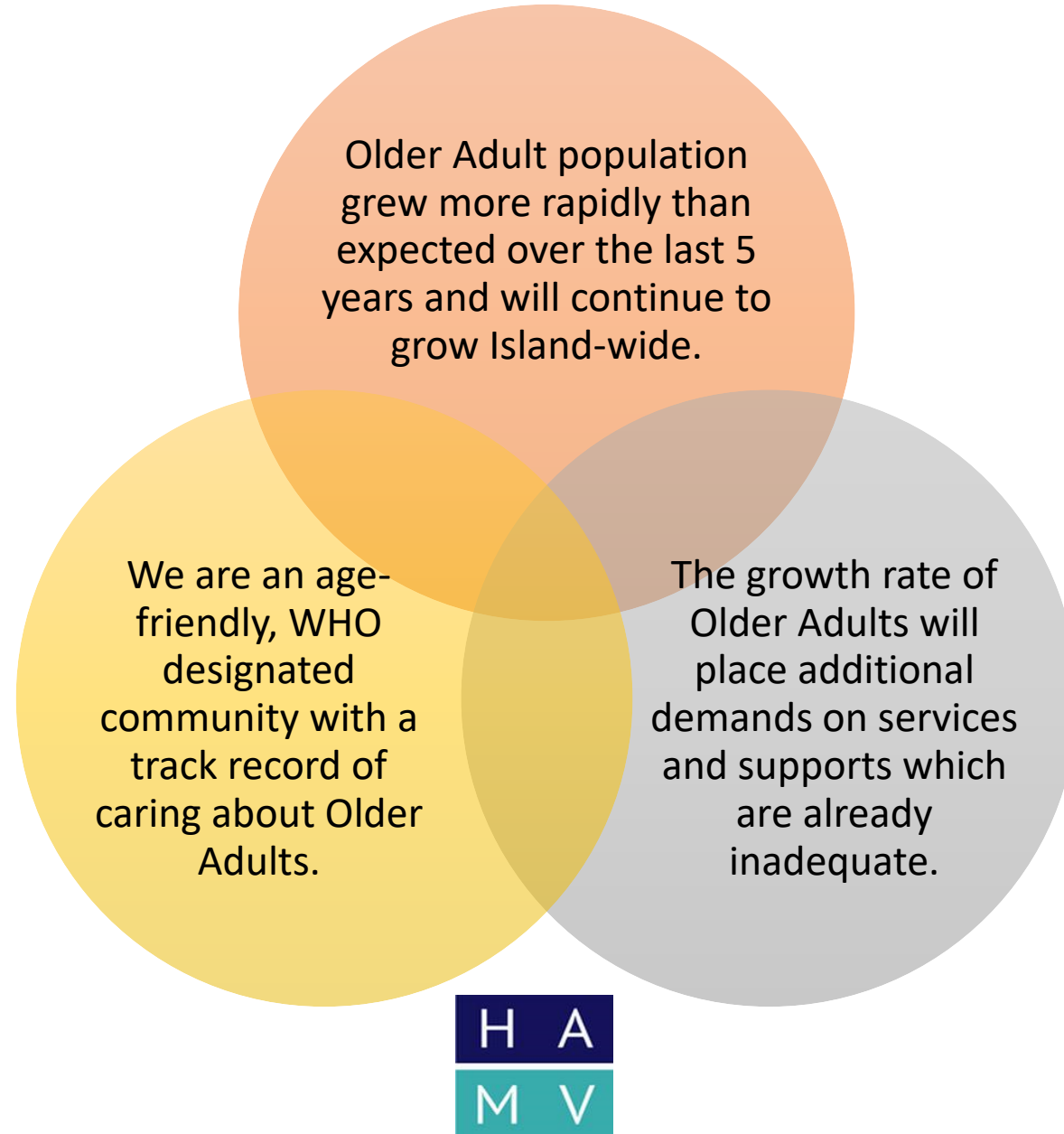
Key takeaways – findings and implications

A wonderful place
to grow old, but
not without
challenges –
especially for
some.

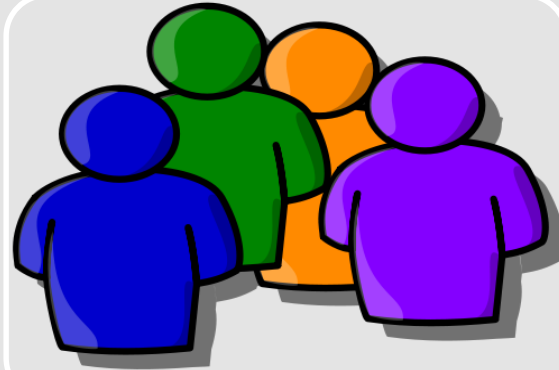
H A

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Martha's Vineyard and its Older Adult community



What our survey data tells us about our Older Adult needs



Older Adults aspire to be:

- Self-sufficient
- Independent
- Socially connected
- Engaged with family, friends and the community
- Active



As we age we need:

- Access to food/healthcare
- Modifications to age-in-place (home, transport)
- Robust support network for serious and lengthy illnesses
- Lifestyle options to optimize well being
- Financial support (for some)



Older Adult Service and Infrastructure:

- Available
- Accessible
- Affordable
- Just-in-time
- Coordinated
- Streamlined and multi-channel communications

Survey summary at a glance

Older adults are here to stay, want to age in place, in single family homes.

Many will need home modifications and over half lack the resources and/or know how to do so.

Most perceive the Vineyard as a great place to age, appreciate the natural assets of the island, and feel valued.

While interested in alternatives, cars are the primary mode of transportation, with some walking and biking as well.

Older Adults are an invaluable asset to our community (500+ FTE volunteer, \$28M). Many are actively engaged in community and want to do more.

COAs are utilized by 3 in 10, skew older with Black respondents more likely to participate.

Older Adults see their health as good/excellent relative to their peers, but this decreases with age/income level.

1 in 3 have acted a caregiver and need access to more information/support.

COVID impacted access to health care and took some toll on emotional/mental wellbeing but a theme of resiliency overall.

Some Older Adults have difficulty obtaining basic support and services now and needs will increase 2X at a minimum.

The technology trinity – access, device ownership and skills – are the foundational elements for effective usage by Older Adults.



Our primary focus needs to be on vulnerable populations and those with unexpected changes in circumstance

Vulnerable populations with ongoing need

- 85 and older age groups.
- Those with incomes <\$50K (1 in 3), particularly <\$25K.
- Live alone (1 in 3).
- Caregivers (1 in 3).
- Socially and digitally isolated.
- Physically impaired (mobility and/or cognitively).

Moments that matter that require assembling a support system quickly

- Serious medical diagnosis.
- Death of a partner or family member.
- Decline in financial position or unexpected costs.
- Unanticipated disasters (flooding, hurricanes, pandemic).

HAMV key priorities for an aging friendly Island



Ensure that the essential services Older Adults need and the workforce necessary to provide them are in place.



Expand Older Adult transportation options and raise awareness of these options.



Centralize critical information sources that are fit-for-purpose with demographic preferences in mind.



Support digital equity and inclusion for Older Adults focusing on ongoing education/assistance.



Expand opportunities for community engagement (coordinated volunteer program, time banking, educational programs etc.).



Address Older Adult safety/accessibility regarding infrastructure (roads, sidewalks, bike paths, beaches) to support their lifestyle aspirations.

The human side of the numbers

Meet four Older
Adults who
represent each
age range.

H A

M V



Jane, 63

"The Council on Aging? I'm not old enough for that!"

Daily Life...

Jane has lived on the Island, at least part-time, for most of her adult life and owns a home in Edgartown. She works full-time for a company in Boston and volunteers on a weekly basis for the Island Food Pantry.

Jane is somewhat aware of the services on Island for older adults but does not use them or feel the need to.

On the weekends, Jane spends time exploring the trails, taking beach walks and FaceTiming with her grandchildren!

Looking ahead...

Jane plans to retire on the Island and it is very important to her to stay in her home.

She understands this might not be possible, and would consider moving off Island to be closer to family and a lower cost of living.



70%

of survey respondents 60-64 work for a non-Vineyard employer.

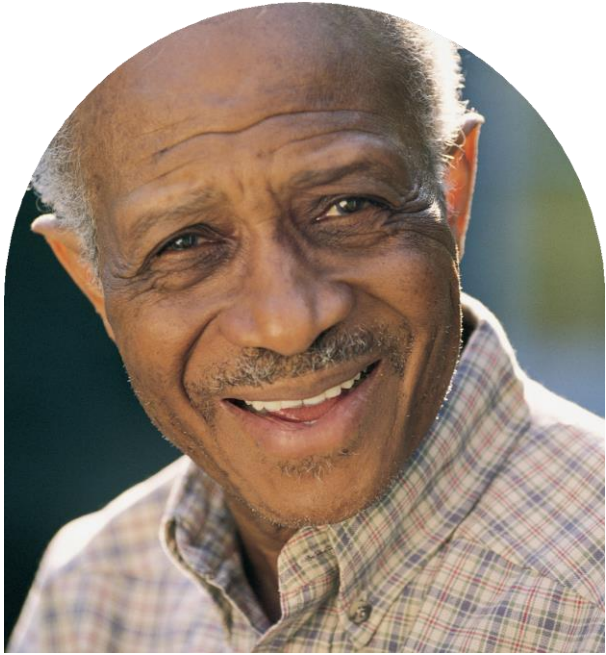
78%

of survey respondents 60-64 work to earn an income.

92%

of survey respondents, 60-64 have a smartphone.

337 respondents 60-64



Alan, 70

"I love being a part of this Island community!"

Daily Life...

Alan lives with his wife of 40+ years in Vineyard Haven. He is planning on retiring in the next few years and recently transitioned from working from full to part-time.

He and his wife have been active volunteers and enjoy attending the Island's lectures, performances, talks, and more. Alan sits on the board of the Boys & Girls Club and is an active town committee member.

Recently his wife received a diagnosis of dementia which may curtail in what he can participate in going forward.

Looking ahead...

Alan and his wife have no plans on leaving the Island unless they can't receive the support they will need as his wife's dementia worsens. While they were looking forward to sharing their retirement years in this beautiful place, Alan has some concerns about being far away from their adult children.

1 in 3

survey respondents 65-74 attend lectures, performances, art shows, author talks, cultural events.

1 in 5

survey respondents 65-74 serves on a non-profit or charity board or committee member.

67%

of survey respondents 65-74 live with a spouse or partner.

1122 respondents 65-74



Daily Life...

Henry is a retired Veteran who lives in Oak Bluffs. Henry spends a lot of his free time volunteering with the local animal shelter and goes to the Council on Aging for lunch and occasional social activities (pre-COVID).

Henry's wife died last year and he has relied on fellow Vets and friends for emotional support, even though he keeps his feelings close to his vest. He lives alone in an old house "older than me!" which sometimes feels too big just for one.

Looking ahead...

Henry wants to learn a new language this year. He's also recognizing that he's having trouble getting up his stairs and will need to make some home modifications in the future.

Henry, 80

"My greatest honor was to serve my country."



4 in 10

80+ survey respondents have developed mobility issues.

25%

survey respondents 75-84 are interested in trying new things.

50%

of survey respondents utilize the Senior Centers by the time they reached their 70s.

633 respondents 75-84



Daily Life...

Mabel lives with her four-legged friend at Island Elderly Housing and is an active member of her book club. She attends church regularly.

Mabel has lost some of her vision and does not drive anymore, but utilizes the Lift and VTA. She is an avid cook and uses her SNAP benefits to get vegetables through from the mobile market.

She has a smartphone, but prefers reading the MV Times and Vineyard Gazette for updates.

Looking ahead...

Mabel plans to stay on the Island and recognizes that she may need some more support in the future. Her family is not on Island, and Mabel has concerns about paying for a home health aide in the future.



Mabel, 90

"My life is full and I thank God everyday for that."

79%

survey respondents 85+ say it is very important to stay on the Vineyard.

50%

survey respondents 85+ involved in community leisure activities: bridge, poetry, book club.

30%

survey respondents 85+ would like a phone call for news updates vs. email or newspaper.

207 respondents 85+