

Data – How to Collect It & What to Do With It

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Tool & Process

Measure

Develop

Implement

Evaluate



Addresses
Basic Needs

- Provides appropriate and affordable housing
- Promotes safety at home and in the neighborhood
- Assures no one goes hungry
- Provides useful information about available services

Promotes Social
and Civic Engagement

- Fosters meaningful connections with family, neighbors, and friends
- Promotes active engagement in community life
- Provides opportunities for meaningful paid and voluntary work
- Makes aging issues a community-wide priority

An Elder -
Friendly
Community

Optimizes
Physical and Mental
Health and Well Being

- Promotes healthy behaviors
- Supports community activities that enhance well being
- Provides ready access to preventive health services
- Provides access to medical, social, and palliative services

Maximizes
Independence

- Mobilizes resources to facilitate “living at home”
- Provides accessible transportation
- Supports family and other caregivers

Which method was used?



Seniors Community Survey

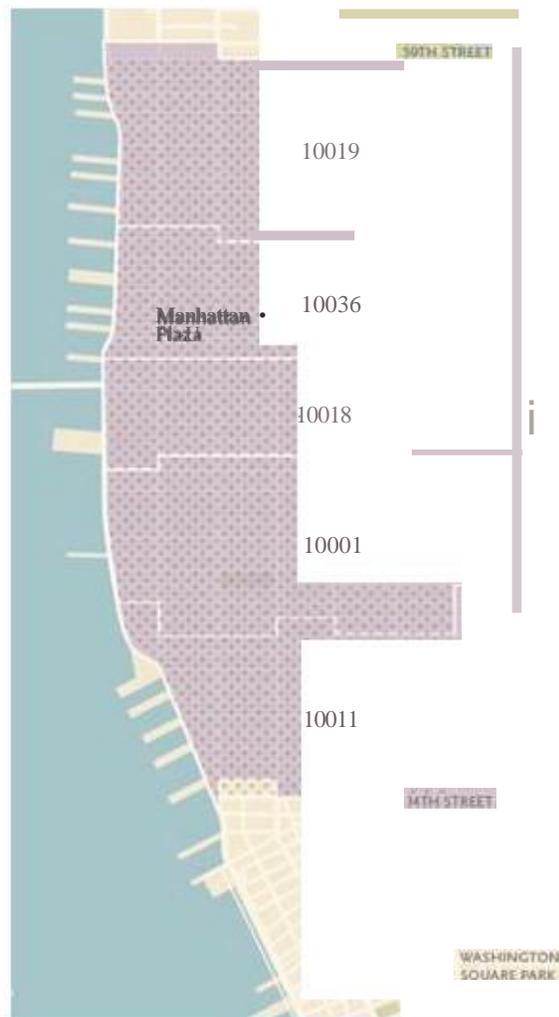


Figure 3: Who We Surveyed



1,212
total respondents

409
Manhattan Plaza residents

472
arts professionals

228
Manhattan Plaza arts
professionals



69% surveyed live alone
compared to 29% nationally

58%
have no children.

45% report annual incomes
less than \$20,000
and no retirement plan

37% want
to be doing
more socially

71% perceive heavy traffic as a problem
impeding mobility in the neighborhood

78% rate their health as
excellent, very good or good



OoswaJk at 4" d Street and <1th Avenue

Dimension

, . . . *Residents Say...*

’ *Survey Says....*

Appropriate and affordable housing

"Affordable housing. I did not foresee ending one's life in one room."

59% of community residents (not living in Manhattan Plaza) do not live in rent controlled or subsidized apartments.

Safety in home and neighborhood

"I think my most likely cause of death in the coming year is being hit by a bike or pedicab."

71% are concerned about the dangers of heavy traffic.

Recommendations to Address Basic Needs:

- Continue to address housing needs by keeping the community and legislators educated about and involved in decisions regarding new housing options in the area.
- Work to improve transportation, traffic and noise conditions through DOT initiatives such as Safe Streets for Seniors.
- Provide safer walking environments by repairing defective sidewalks, crosswalks and curb cuts that make navigating the streets difficult, and may lead to injury for those who are physically challenged.
- Ensure affordable supermarkets and farmers markets remain in the neighborhood.

! Pallethe sidewallcs and streets, which arefull of crellices and potholes and other irregularities, which malce walking hazardous (gth Aile. area in particular).

Survey Respondent

“In general my immediate neighborhood has become very upscale over time so that continuing to live here has become more and more expensive. In order to survive and afford food and goods, I must travel outside the area. When and if I move in the future it will be because the cost of living has increased beyond my means.”

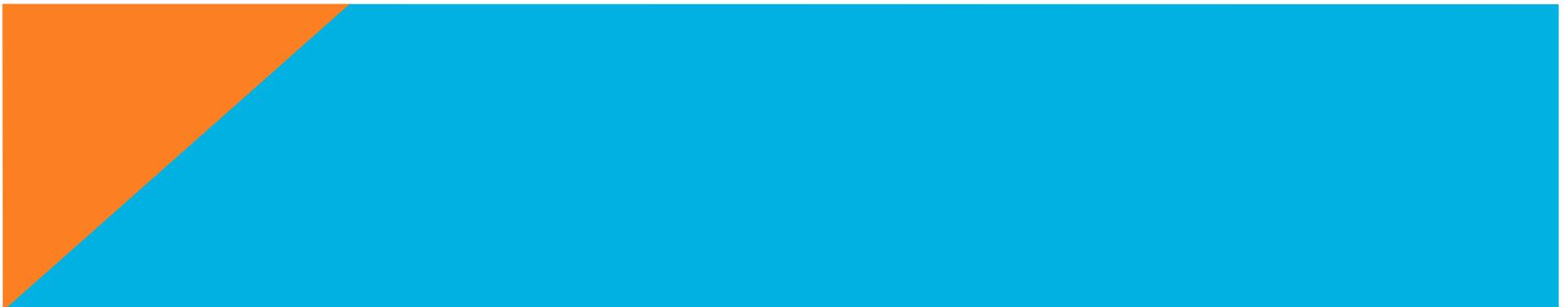
“ We need something more visible to notify people on how and where to volunteer their time in a variety of ways.”

“ The theatre is no place to make a living. But it’s a wonderful place to live a life.”

“ I cannot afford to retire. Financially I need to work. Emotionally I need to work.”

“ I am getting older and will need to connect more to the community to get advice about rent, services and activities.”

“Power to the senior citizen!
We are important voices in the community!”



WHAT do you want to know?

How often do you come to Danylle's Senior Center for lunch?

What year were you born?

What is your favorite / least favorite meal here? Why?

Where do you eat lunch when you don't come to Danylle's?

When you come here for lunch, how often do you participate in an activity before or after lunch, such as exercise, art class, or talking to a social worker?

Are the people who serve lunch and clean up friendly?

How friendly are the other diners?

Do feel welcome here? How can we make you feel more welcome?

If you have never come to Danylle's for lunch, why not?

If you have come to Danylle's a few times and then not come back, why didn't you come back?

Can you carry your tray or do you need someone to help you?

If you could decorate our lunch area, what would you do?

Do you sometimes leave food over because you can't chew it?

How often do you take some of your lunch home with you? Why?

WHAT do you want to know?

Senior Center Satisfaction Survey

1. How often do you usually come to this center?

- Every day
- 3 – 4 days a week
- 1 – 2 days a week
- 1 – 2 days a month
- Less than once a month

2. Do you feel you have a voice in activities and/or services offered in your senior center?

- Yes
- No
- Unsure

SATISFACTION

3. Please check off you agree or disagree with each of the following statements about staff:

	Agree (applies to all)	Mixed (some yes, some no)	Disagree (applies to all)
The staff is helpful			
The staff is friendly			
The volunteers are helpful			
The volunteers are friendly			

Samples

Senior Center Evaluation Survey: Outcomes

Date _____

Name (o p t i o n a l) - - - - -

Please check the boxes that best match your response. You can check more than one response, for example "Sometimes" and "Would like more".

I go to the Senior Center because	Most of the time	Sometimes	Almost never	Does Not Apply	Would like more
I see friends and make new friends					
It helps me take care of and improve my health					
It helps me stay active and have more energy					
It helps me feel happier and more satisfied with my life					
It gives me something to look forward to					
It helps me stay independent					
It helps me learn new things					
It is a good source of information about services and benefits					
I like the meals					
The meals are good for my health					
I like the rides					
I like the physical activities					

I would recommend the center to a friend or family member. _ Y e s ___ No





WHY do you want to know?



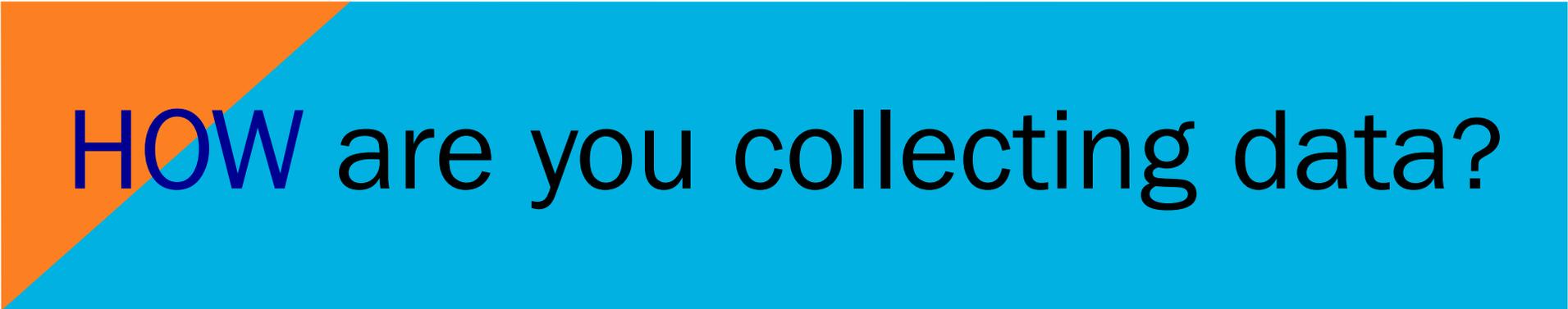
WHOM are you asking?



WHEN are you asking?



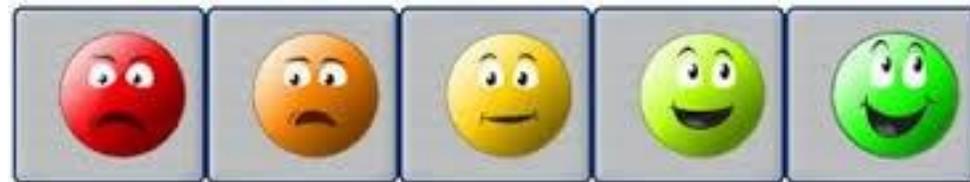
HOW are you advertising?



HOW are you collecting data?

Below are a number of statements regarding attitudes to shopping. Please read each one and indicate to what extent you agree or disagree with each statement

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
It is worth while taking extra time to save money	<input type="radio"/>				
Own brands are as good as market leading brands	<input type="radio"/>				
I take advantage of special offers	<input type="radio"/>				
I like to compare prices and get value for money	<input type="radio"/>				



3. I know where to go for help.

5 Strongly Agree	4 Agree	3 Neither Or N/A	2 Disagree	1 Strongly Disagree
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For example, for the four-point scale,
Do you have the fear of recurrence?

Very much	Moderate	A little	Not at all
1	2	3	4

For the 10-point scale,

How would you rate your overall quality of life during the past week?

1	2	3	4	5	6	7	8	9	10
Very poor					Excellent				

SURVEYS: Likert Scales

What do you like about coming here?

What's your favorite thing to do at the Center?

How can we improve what we do?

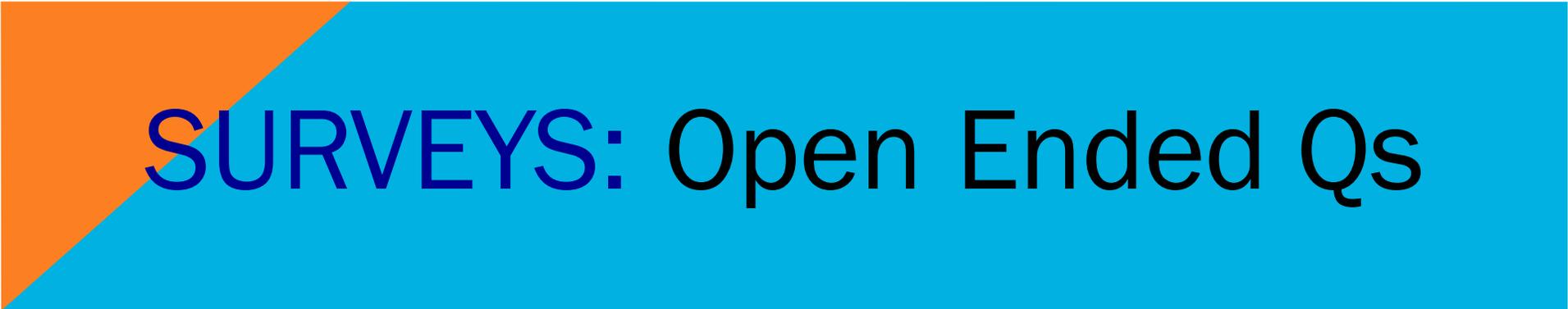
What would you say to a friend who asked about the Center?

What other foods would you like us to offer?

If you could change one thing about lunch at the Center, what would it be?

Would you be interested in volunteering here?

What kinds of things would you like to do?



SURVEYS: Open Ended Qs

Survey #	Every Day	2-4 X Week	1 X Week	4 or 5 X Mo	Few Times/Yr	Never
01	1	0	0	0	0	0
02	1	0	0	0	0	0
03	0	0	0	0	1	0
04	0	0	0	1	0	0
05	1	0	0	0	0	0
06	0	0	0	1	0	0
07	1	0	0	0	0	0
08	0	0	0	0	0	0
09	0	1	0	0	0	0
10	0	1	0	0	0	0
SUM	4	2	0	2	1	0

People surveyed who eat at Center daily **40%**

How will you input & analyze?



What if.....?



SO WHAT?



Careful What You Wish For...

Surveys & Survey Tools

Best Cities for Successful Aging is an Index with composite rankings based on a weighted, multidimensional methodology. One hundred large cities & 259 smaller metro areas are ranked using multiple indicators. The information is derived from the most up to date, publically available data, not household surveys. The rankings will be updated every 2 years. A section on “Programs with Purpose” includes brief descriptions of promising programs found during research.

<http://successfulaging.milkeninstitute.org>

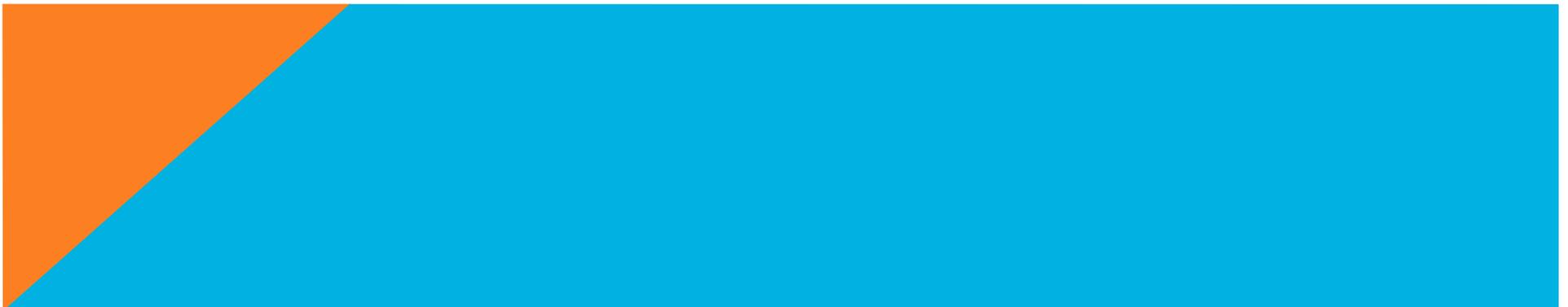
Livable Community Indicators for Sustainable Aging in Place presents an indicator system that focuses on a community’s physical and social characteristics and how those characteristics influence older adults’ physical and mental health and ability to age in place. The indicators were developed using three sources: 1) a review of existing livable community and sustainability indicator systems and checklists; 2) a review of existing literature on community characteristics that impact older adults’ health & ability to age in place; and 3) interviews with 19 aging experts.

www.MatureMarketInstitute.com, <http://longevity.stanford.edu>



Vital Communities Toolkit includes two assessment tools: 1) Vital Communities Assessment, which includes a brief survey with questions in 3 categories: 1.Meeting basic needs for self-sufficiency (e.g. housing, nutrition); 2.Encouraging a community’s involvement (e.g. accessible transportation, support for community participation); 3.Promoting a high quality of life (e.g. exercise opportunities; educational programs). The *Aging Texas Well Community Assessment Toolkit* is designed for TX communities to use to assess community capacity to provide physical and social environments that meet older adults’ needs. There are 6 sections in the community assessment, each with multiple indicators: 1.Demographics; 2.Residential; 3.Transportation; 4.Health care, mental health, & substance abuse services; 5.Recreation & wellbeing and 6.Community supports & services. Data collection methods include: Obtaining Census & other community aggregate data; key informant interviews with stakeholders; focus groups with “emerging elders” & older adults; observing the community through walking or riding tours. <http://www.vital-aging-network.org>

Boomer Bond Community Assessment Tool has 136 “yes-no” questions covering topics such as community infrastructure (e.g. sidewalks); housing; transportation, public safety, services for older adults, and many others. (As of this writing, the assessment tool does not appear on the website.) <http://www.drcog.org/index.cfm?page=BoomerBond10>



Appreciative Inquiry is a form of “asset based community development,” which seeks to discover and build on the strengths and positive aspects of a community or organization instead of focusing on what is wrong. It is a participatory process, involving as many constituents as possible. <http://appreciativeinquiry.case.edu/>

Sustainable Communities for All Ages includes an assessment tool called a “Checklist” & includes five “Areas of Opportunity for Building Sustainable Communities for All Ages”: 1.Lifelong education and civic engagement; 2.Community and economic development; 3.Individual and family wellness; 4.Affordable quality housing; and 5.Land use, transportation, & natural resources. <http://www.viablefuturescenter.org/>

AdvantAge Initiative: www.advantageinitiative.org



Actors Fund Seniors Community Survey:

<http://www.actorsfund.org/others/pdfs/NY/Seniors.pdf>

NYC Department for the Aging Satisfaction Survey:

http://www.nyc.gov/html/dfta/downloads/pdf/pas/pas10_11/participant_survey.pdf

Restaurant Questionnaire:

<http://www.questionpro.com/survey-templates/fast-food-restaurant/>

How to Conduct Focus Groups:

https://assessment.trinity.duke.edu/documents/How_to_Conduct_a_Focus_Group.pdf

Appreciative Inquiry:

<https://appreciativeinquiry.case.edu/practice/organization.cfm?sector=29>

“Creative or Alternative Methods for Collecting Data” University of Wisconsin – Extension



Likert Scales:

http://www.cdc.gov/dhbsp/pubs/docs/cb_february_14_2012.pdf

<http://www.extension.iastate.edu/ag/staff/info/likertscaleexamples.pdf>

Designing Written Materials for Older Adults:

<http://www.nia.nih.gov/health/publication/making-your-printed-health-materials-senior-friendly>

http://www.nia.nih.gov/sites/default/files/making_your_printed_health_materials_senior_friendly.pdf

<https://www.cms.gov/Outreach-and-Education/Outreach/WrittenMaterialsToolkit/>

Using Excel with Survey Data:

<http://learningstore.uwex.edu/assets/pdfs/g3658-14.pdf>

http://www.internet4classrooms.com/excel_survey.htm

