Aging Mastery Program®

Pam Van Kampen, Susan Stiles, Paula Schutt, Diane Pillsbury, and Margaret Schmidt

Improving the lives of 10 million older adults by 2020
Presenters

- **Pam VanKampen**, RDN, CD GWAAR Nutrition and Senior Center Specialist
- **Susan Stiles**, Senior Director, Product Development and Strategy, NCOA
- **Paula Schutt**, Senior Center Coordinator, Grinnell Senior Center, Beloit
- **Diane Pillsbury**, Director of the Baraboo Area Senior Citizen Organization
- **Margaret Schmidt**, Dementia Caregiver Specialist, ADRC Barron/Rusk/Washburn
Presentation Overview

- Bringing AMP to Wisconsin
  - Overview of project and role of GWAAR
- What is AMP?
  - Program purpose and description
- AMP in Wisconsin: Program Rollout and Lessons Learned
  - Beloit
  - Baraboo
  - Barron/Rusk/Washburn
- Wrap-up and Questions
The Greater Wisconsin Agency on Aging Resources, Inc. (GWAAR), is a nonprofit agency committed to supporting the successful delivery of aging programs and services in 70 counties and 11 tribes in Wisconsin. We provide aging lead agencies in our service area with training, technical assistance, and advocacy to ensure the availability and quality of programs and services to meet the changing needs of older people in Wisconsin.

*Helping Leaders in Aging Succeed…*

[www.gwaar.org](http://www.gwaar.org)
Wisconsin Aging Mastery Advisory Committee

- Betsy Abramson, WIHA
- Kari LaScala, WI Health Literacy Foundation
- Heidi Brown, MD
- Laura Hunt and Christine Beatty- Madison SC
- Donn Dexter, MD, FAAN
- Jill Renkin, GWAAR/CAARN
- Jon Morgan, WI Division of Public Health
- Anne Hvizdak, BADR
- Pam VanKampen, GWAAR
WI Aging Mastery Program®--Grant Map (2016-2018)

Agencies Funded: (Blue)
- ADRC Barron-Rusk-Washburn (Combined grant- Barron)
- Baraboo Area Senior Citizen Organization (Baraboo)
- City of Beaver Dam Community Activities & Services (Beaver Dam)
- Door County YMCA (Sturgeon Bay)
- Fitchburg Senior Center & Oregon Senior Center (Fitchburg & Oregon)
- Fond du Lac Senior Center, Inc. (Fond du Lac)
- Grinnell Hall Senior Center (Beloit)
- NorthWest WI Community Services Agency
- Port Washington Adult Community Senior Center, Cedarburg Senior Center, Grafton Senior Center (Port Washington, Cedarburg, Grafton)
- Senior Activity Center of Sheboygan, Inc. (Sheboygan)
- Waushara County Department of Aging Services (Wautoma)
- Western Kenosha Senior Citizens Council Inc. (Bristol)

Yellow: Agencies that applied but Not Funded in this round.
Next Steps for WI AMP Expansion

- Secure Additional Funding
  - Grants
  - Sell to healthcare agencies/insurance companies
  - Foundation funding
- Partner with other organizations.
- Expand to virtual sessions for homebound folks.
- Select and train Round 2 once funding is secured.
- Continue to AMP Up Wisconsin; goal statewide availability of the program by 2020.
Who We Are:
NCOA is the nation’s leading nonprofit service and advocacy organization representing older adults and the community organizations that serve them.

Our Mission:
To improve the lives of millions of older adults, especially those who are struggling.
Our Social Impact Goal:
To improve the health and economic security of 10 million older adults by 2020
Millions of people will embrace their gift of longer lives and spend more time each day doing things that are good for themselves and good for others.

- The Aging Mastery Program® (AMP) is a comprehensive and fun approach to living that combines education with goal-setting, daily practices, and peer support to help participants make meaningful and enduring changes in the areas of health, finances, life enrichment, and advanced planning.
Why is AMP Important?

How can we make the most of these bonus years and increased leisure time to benefit ourselves and others?

Sources: U.S. Social Security Administration, Cohort Life Expectancy Table and CDC State-Specific Healthy Life Expectancy at Age 65
Why is AMP Important? (cont.)

Increased longevity comes with challenges:
- 75% have multiple chronic conditions, but most are not taking small steps that have been proven to improve health and lower cost.
- Most are unprepared for the decisions they will have to make and have inadequate plans for long-term care, palliative care, and end-of-life.
- 50% have inadequate savings (45% are financially insecure).

Our country needs baby boomers and older adults to be as healthy and productive as possible:
- Health care costs for those 60+ are much higher than in other countries and growth is unsustainable.
- Older adults have unprecedented amounts of free time each day that could be used to improve their own lives and be more engaged in their communities.
What is AMP?—AMP “Constellation”

- Aging Mastery Curriculum
- Elective Courses, Clubs, and Activities
- Online Community
- Online Administration Tool
- Training and Implementation Guides
- Evaluation Materials
- Outreach Materials
- Rewards and Incentives
- AMP
The Core Program: 10-Week “Boot Camp” + Electives

Core Classes
- Navigating Longer Lives
- Exercise and You
- Sleep
- Healthy Eating and Hydration
- Medication Management
- Financial Fitness
- Advance Planning
- Healthy Relationships
- Falls Prevention
- Community Engagement

Elective Classes

Physical Health
- Communicating with Your Doctor
- Making the Most of Medicare
- Memory Matters
- Nutritional Vital Signs

Financial Health
- Your Home as a Strategic Asset
- Rightsizing Your Life
- Safe Home/Healthy Home

Life Enrichment
- Aspirations/Bucket Lists
- Intergenerational Connections
Building Evaluation Tools: Management Information System

Phase I: Program Deployment and Dashboard
- Assist sites with class sign-ups, class attendance, and evaluations.
- Enable sites to have ready access to program data and materials.
- Enhance NCOA’s ability to track program rollouts across the country and gain insight into participant behavior, overall program metrics (individual and center level), and satisfaction.

Phase II: Communication/eCommerce Enhancements
- Establish feedback mechanism and best practices library.
- Utilize communication features to connect centers with other centers and with NCOA.
- Include e-Commerce features for purchasing AMP materials.
Building a Digital Experience

Digital AMP

- Breezie—simplified user interface
- “High-touch,” one-on-one training with coaches and ongoing classes
- User guides; step-by-step instructions
- Curated content and activities
  - AMP digital activities to-do list
  - AMP portal and library
  - Ad-hoc guides (based on participant and center input)

Even though I am disabled and am at home most of the time, this class has given me a means to be connected with the "outside world".  --Digital AMP Participant
## Impact:
### AMP is Fun, Educational, and Inspiring

<table>
<thead>
<tr>
<th>How much fun was AMP?</th>
<th>A lot of fun</th>
<th>Somewhat fun</th>
<th>Not much fun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>86%</strong></td>
<td><strong>13%</strong></td>
<td><strong>1%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How would you rate the quality of the program?</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>77%</strong></td>
<td><strong>22%</strong></td>
<td><strong>2%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Did you get the kind of education that you wanted?</th>
<th>Yes, definitely</th>
<th>Yes, I think so</th>
<th>No, not really</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>64%</strong></td>
<td><strong>35%</strong></td>
<td><strong>1%</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Are you interested in taking additional AMP courses</th>
<th>Yes, definitely</th>
<th>Yes, I think so</th>
<th>No, not really</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>53%</strong></td>
<td><strong>36%</strong></td>
<td><strong>11%</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Would you recommend AMP to a friend?</th>
<th>Yes, definitely</th>
<th>Yes, I think so</th>
<th>No, not really</th>
</tr>
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<tbody>
<tr>
<td></td>
<td><strong>82%</strong></td>
<td><strong>16%</strong></td>
<td><strong>2%</strong></td>
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*Fall 2015 sessions from 13 senior centers; responses from 233 of 278 participants.*
**Impact:**

**Participant Satisfaction/Engagement**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes, it helped a great deal</th>
<th>Yes, it helped</th>
<th>No, it didn’t really help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has AMP helped you deal more effectively with your <strong>health</strong>?</td>
<td>45%</td>
<td>52%</td>
<td>4%</td>
</tr>
<tr>
<td>Has AMP helped you deal more effectively with your <strong>personal finances</strong>?</td>
<td>29%</td>
<td>55%</td>
<td>16%</td>
</tr>
<tr>
<td>Has AMP helped improve the <strong>quality</strong> of your life in other ways?</td>
<td>51%</td>
<td>47%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>People who know me would say this program has made a positive change in me.</th>
<th>Yes, definitely</th>
<th>Yes, I think so</th>
<th>No, I don’t think so</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26%</td>
<td>61%</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Fall 2015 sessions from 13 senior centers; responses from 233 of 278 participants.*
AMP in 150+ Communities in 2016

Key:
- = 1 or more locations
- = 10 or more locations
- = 40+ locations
AMP in Wisconsin: Program Rollout and Lessons Learned

All photos courtesy of Barron/Rusk/Washburn and Baraboo
Beloit: For our community, AMP means . . .

An opportunity to add to our marketing that Beloit invests in lifelong learning for its residents and believes in quality of life for ALL citizens – regardless of age. It also means our smaller center can have a BIG impact on something positive for the community.

Participant Profile
Predominantly female, average age of 72 with 3 people in their 50s, 12 in their 60s, 12 in their 70s, 6 in their 80s.
Beloit: Marketing/Partnerships

**Media: Stories Work!**
- Front page of the largest newspaper in the county
- Very nice story in the Beloit Daily news
- Main radio station, afternoon talk show
- Center newsletter story (1,000 copies). This created quite a stir and we were flooded with calls.
- Evening informational session (60 people) for all interested. Accepted people into the class according to who called first to sign up for information meeting.

**Partnership**
- Beloit Health System
Beloit:
Lessons Learned

- Know the subject you are rolling out WELL so you can be prepared to answer a lot of questions.
- Check and double check your sound and video system to make sure there are no snags during class.
- Not all professionals are GOOD public speakers (unfortunately).
- It is VERY rewarding to be able to offer life-changing classes to people and watch them learn and enjoy.
Baraboo: For our community, AMP means . . .

Baraboo is a small rural community with a population of 12,000 with approximately 1,800 over the age of 65. While the local hospital, ADRC agency, Sauk County Extension Service and Sauk County Public Health Service along with the Baraboo Area Senior Citizen Organization (BASCO) do provide programs, workshops and /or clinics specifically for the older population in many different topics, **AMP provides a comprehensive approach to aging well, focusing on health, finance, relationships, personal growth and community involvement.** It also encourages participants to take action to improve their lives in small, doable steps and with peer support. This is a good start to rural residents who want to take control of their older years, and a good starting point and introduction to the more specific evidence-based programs available to them.
Baraboo:
Participant Profile

- 30 participants, first session at BASCO.
- 24 females, 6 males. All are Caucasian.
- Age range 63-91; mean of 72 years.
- 44% had some college or technical school. 52% had 4 years of college or more. 3 were high school graduate or GED. 1 had some high school.
- Average monthly income:
  - 2 less than $1,000/month
  - 26% $1,000-$2,000/month
  - 26% $2,000-$3,000/month
  - 11% $3,000-$4,000/month
  - 15% over $4,000/month
Baraboo: Marketing/Outreach

Contacted numerous organizations to describe AMP, enlist their support, and get the word out

- AMP Committee Members
- Media
  - Articles and press releases to area newspapers
  - Two radio interviews
  - Information in BASCO and ADRC newsletters
  - Talks to service organizations and Partners in Healthy Aging
  - Printed 1,000 copies of AMP rack brochures to hand out and leave at various locations
  - AMP informational packets sent to local parish nurses
## AMP Committee Members
- St. Clare Hospital
- Sauk County Aging and Disability Resource Center
- Sauk County Public Health Department
- Sauk County UW Extension Service
- Oak Park Place Senior Resident
- Our House Senior Living Facility
- BASCO members

## Guest Speakers
- Sauk County UW Extension
- Sauk County Health Center
- St. Clare Hospital Sleep Center
- Wegner CPA
- Agrace Hospice
- Corner Drug Store
- St. Clare pharmacist
- Sauk County Aging and Disability Resource Center
- Pauquette Center for Psychological Services

## Class Sponsors
- Oak Park Place Senior Resident
- Elite Catering
- Wegner CPA
- Agrace Hospice
- Corner Drug Store
- Our House Senior Living Facility
Baraboo: Lessons Learned

- Glad to start the networking process early on, even before writing the grant. You can’t do this alone!
- Look for every opportunity to get the AMP information out!
- Bi-weekly AMP state call-in program was very helpful in sharing ideas!
- Look for ways to make it fun! Crazy outfits, funny articles (I found one on the benefits of sleeping naked which the participants loved!).
Baron/Rusk/Washburn: For our community, AMP means . . .

An opportunity for adults 55 and older to add more life to their years, learn new skills, and share ideas with like-minded individuals.

- Offered an opportunity to ask questions of guest experts. Participants acquired new tools for nutrition, activity, advance planning, medication management in a fun, non-threatening environment.
Baron/Rusk/Washburn: Participant Profile

- Male: 11; Female: 22
- Age: 55-81; average age 64-68
- White: 100 %
- Education
  - Most technical school or 4-year college
  - Some high school and several with graduate degrees
Baron/Rusk/Washburn: Marketing/Partnerships

Outreach
- ADRC Staff, ADRC Board, Commission on Aging, Barron County Review
- Local bulletins, grocery store flyer distribution
- Bulletin boards at senior and community centers, and churches
- Radio interview and public service announcement; weekly news story on previous evenings’ class
- Daybreak staff and volunteer training
- Support groups
- Word of mouth

Partnerships
Rice Lake City Hall (free meeting space). Guest experts from the Walgreen’s Pharmacy, Lakeview Medical Center, Mayo Clinic Health System, St Joseph Hospital in Chippewa Falls, ADRC of Barron, Rusk and Washburn County, Dairy State Bank, and an independent family counselor.
Baron/Rusk/Washburn: Lessons Learned

- Importance of extensive marketing
- Significance of reading fine print in educational materials (Five Wishes).
- Willingness to acknowledge new experience with rollout of program to participants and continuously invite feedback.
- Difficulty calculating amount of food needed for snacks.
- Willingness to bring on new participants after first class.
- Acceptance of decrease in participation and no-show of enrollees.
- Acceptance of facility problems: hands-free mic not available as promised.
- More-than-expected staff time in terms of execution: need two people at sessions to serve the needs of class and guest speaker.
Next Steps for WI AMP Expansion

Continue to “AMP Up” Wisconsin with a goal of statewide availability of the program by 2020.

- Secure additional funding
  - Grants
  - Sell to healthcare agencies/insurance companies
  - Foundation funding
- Partner with Elder Tree
- Expand into virtual sessions for homebound folks
- Select and Train Round 2 once funding is secured
Questions and Answers

Facilitated by Pam VanKampen