



Module 1

The Case for Health Promotion within
the Older Population: An Introduction



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Outline

1. Explore the health and aging landscape: national and state
2. Compare how Arizona ranks among states in meeting national goals for health
3. Learn how health promotion can make a difference
4. Understand why evidence-based health promotion programs are important

Changes with Aging

↑ risk for morbidity & mortality

↑ risk for disability & loss of independence



Health Issues: National

- Chronic Diseases
 - Account for 7 out of every 10 Deaths
 - Affect QOL of 90 million Americans
 - 80% of adults 65+ report one CD and 50% have two
- 1993 vs. 2004: US adults reported:
 - ↓ Deterioration in physical health, mental health, ability to do usual activities
 - ↑ Increase in “unhealthy days” to 5.5 days
 - Adults 45-54 years old had consistently greater deterioration than younger or older adults



Health Issues: Arizona

- Older adults are one of Arizona's fastest growing segments of the population
- Reasons include: improved life expectancies, migration, and better health

Five Leading Causes of Death among Arizonans Age 65+

Rank Cause

- 1 Heart Disease
- 2 Cancer
- 3 Cerebrovascular diseases including stroke
- 4 Chronic lower respiratory diseases
- 5 Pneumonia/Influenza

Source: Arizona Health Status and Vital Statistics (2005).

The State of Aging and Health in America, 2007

National Report Card on 15 indicators in the
CDC Behavioral Risk Factor Surveillance
System (BRFSS)

- health status,
- health behaviors,
- preventive care and screenings
- injuries of persons age 65+



www.cdc.gov/aging



www.merck.com

Threats to Health and Well-being Among Older Adults: National Data

- 32% age 65 – 74 report no physical activity
- 46% age 75+ report no physical activity
- 20% - obese
- 33% fall each year
- 32% no flu shot
- 35% no pneumococcal vaccine
- 20% prescribed “unsuitable” medications

AZ's Ranking among States for Meeting *Healthy People* Targets for Older Adults

Indicator	%	Rank	Grade
women had mammogram in past 2 yrs *	82.7%	6 th	P
had cholesterol checked in past 5 years *	92.2%	10 th	P
ever had a pneumonia shot	68.6%	10 th	P
got flu vaccine in past year	66.2%	37 th	P
colorectal cancer screening *	66.0%	18 th	P
currently smoking *	7.9%	11 th	P

AZ's Ranking among States for Meeting *Healthy People* Targets for Older Adults

Indicator	%	Rank	Grade
have complete tooth loss	15.0%	5th	P
report eating 5 or more fruits and vegetables daily	27.7%	38th	F
report no leisure time physical activity	27.8%	9th	P

AZ's Ranking among States for Meeting *Healthy People* Targets for Older Adults

Indicator	%/ avg	Rank	Grade
women up-to-date on select preventive services	36.2%	8 th	No Target Set
men up-to-date on select preventive services	40.8%	14 th	"
having 14 or more mentally unhealthy days in past month	6.3%	24 th	"
report having disability	30.0%	7 th	"
obese	17.8%	10 th	"
average #of physically unhealthy days in past month	5.0 days	8 th	"

The Case for Health Promotion within the Older Population

The Prevention Imperative:
Only **30%** of physical aging is attributable to genetic heritage!



Prevention – its not just for kids anymore!

The Case for Health Promotion within the Older Population

A Growing Body of Evidence:

- Physical activity
- Sound diet & weight mgt
- Social connectedness
- Engagement & productivity
- Enabling environments



Its never too late to start & its always too early to stop!

Better Late Than Never

- Risks reduced
 - even in late life
- Benefits significant
 - despite age
- QOL depends on it



It's never too late to start & it's always too early to stop!



Health Promotion and Aging: Opportunities to Make a Difference

- Promote healthy lifestyles
- Increase use of early detection
- Increase adult immunization rates
- Reduce injuries
- Increase use of disease self-management techniques
- Using Evidence-based Interventions

National Health Promotion and Aging Initiatives and Partnerships

FEDERAL

- Administration on Aging
- Centers for Disease Control & Prevention
- Substance Abuse and Mental Health Services Adm.
- Centers for Medicare and Medicaid Services
- Agency for Healthcare Research and Quality

FOUNDATION

- Robert Wood Johnson Foundation
- The John A. Hartford Foundation of NY
- Archstone Foundation

NATIONAL AGING ORGANIZATIONS

- National Council on the Aging
- AARP
- National Blueprint on Physical Activity
- American Society on Aging



Our Challenges

- Growing population of older adults
- Demand for health promotion programs
- Need to ensure
 - beneficial outcomes
 - cost-effectiveness
 - customer satisfaction
- Insufficient training or experience in development and implementation of programs that can prove benefits



What will work in Arizona?

- Are there existing evidence based programs to be considered?
- Should they be Arizona grown?
- What does it take to create or establish the evidence?
- What evidence?