

Kent County Senior Millage

Current & Future Use of Services

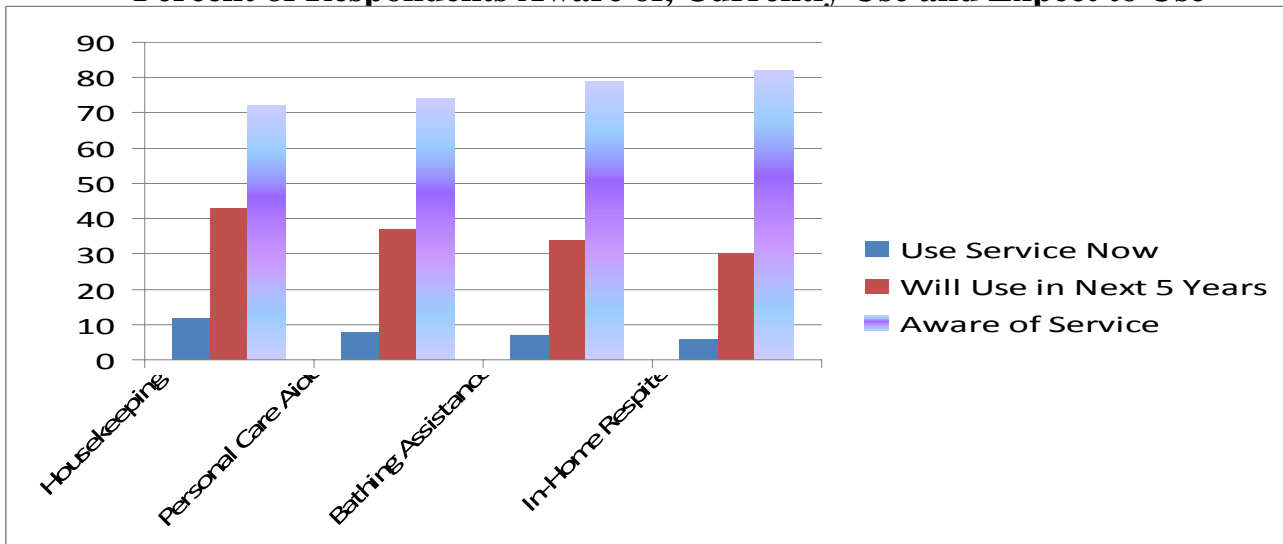
The 2009 Kent County Senior Millage (KCSM) Needs Survey provided consumers, caregivers and service providers an opportunity to provide information of value regarding the current use and future need of services funded by the millage. This survey brief examines the self reported use and expectations of future service use among respondents.

USE OF THIS ANALYSIS

This survey was not conducted using a rigorous, random sample of the population of consumers, caregivers and service providers. However, the sample demographics are reflective of the demographics of AAAWM client demographic data. The broad advertising effort preceding and during the survey, as well as the traditionally high response rate of the older adult population accounts for the closeness of the respondents' reported demographics with the service use demographic data. Thus we can interpret these findings as being reflective of the consumer population within the AAAWM service area.

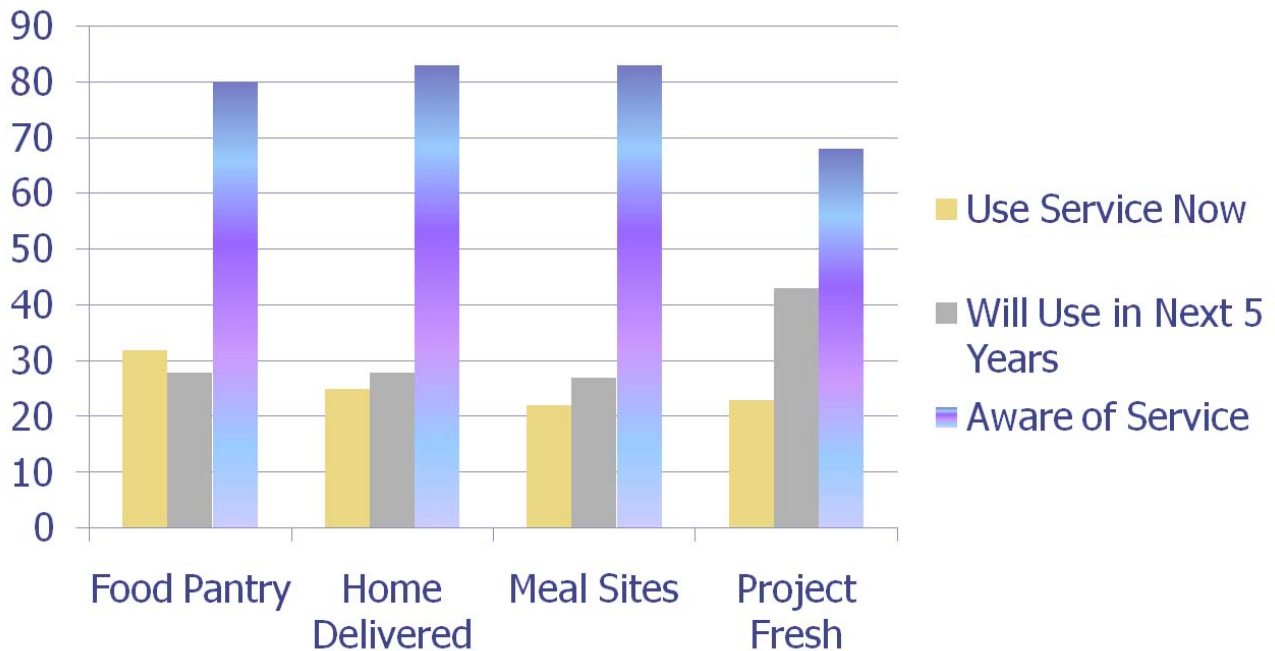
NOTE: The services listed in each graph are from most used to least used as reported by respondents.

**Figure One
In Home Services
Percent of Respondents Aware of, Currently Use and Expect to Use**



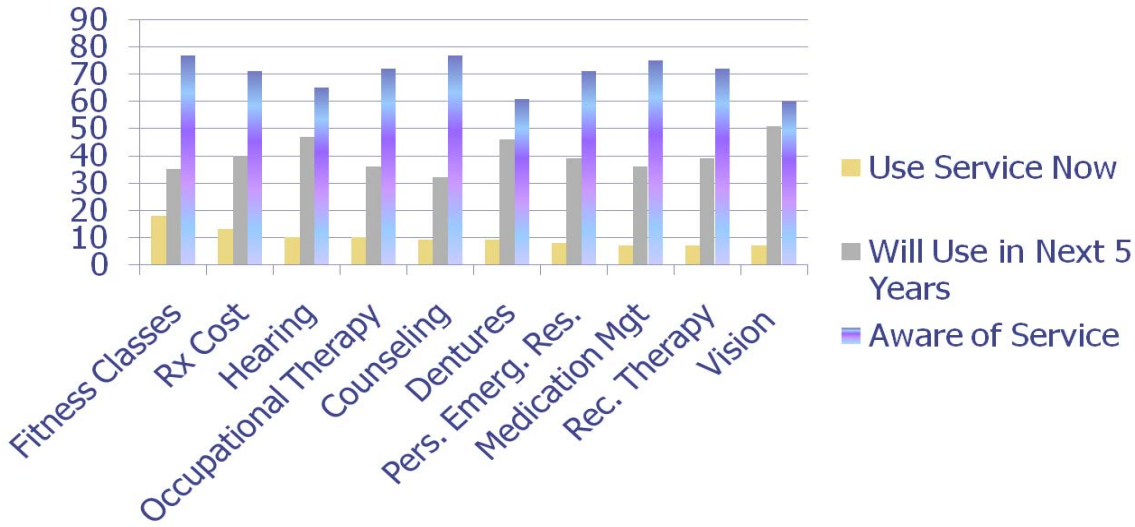
The awareness of in-home services provided by KCSM is high. The most commonly used service is housekeeping followed by personal care aide, bathing and in-home respite. The expectations of future use mirror the current reports of use, suggesting that the near future priority of in-home services is not likely to change.

**Figure Two
Nutrition Services
Percent of Respondents Aware of, Currently Use and Expect to Use**



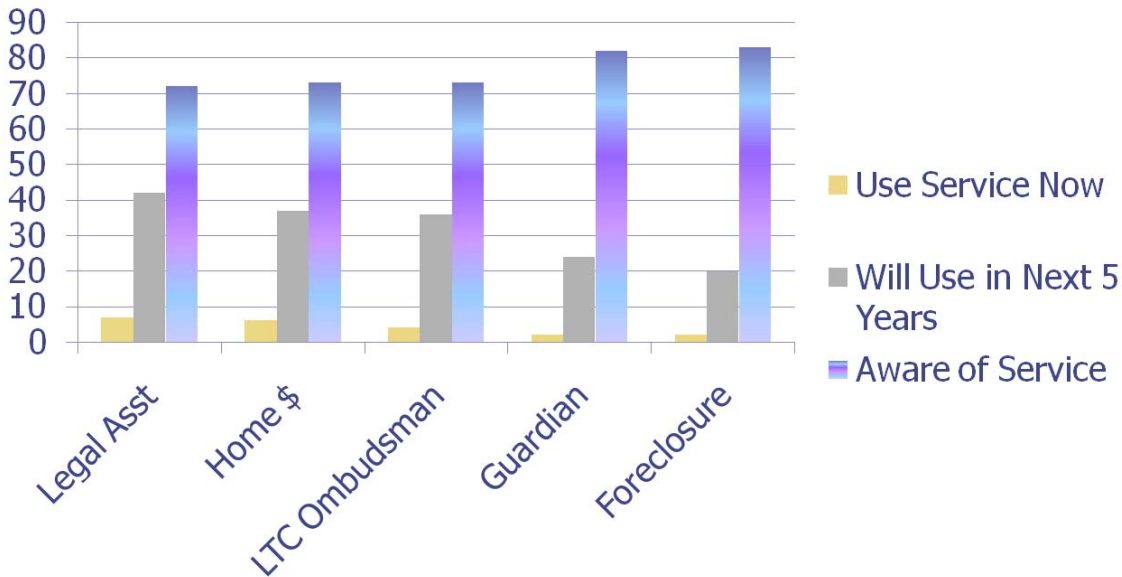
The awareness of nutrition is also high, with the lowest being the latest funded program *Project Fresh*. The most used service at this time is reported as the food pantry, with 32% of respondents reporting using this service, a disturbingly large minority. Home delivered meals are the next most common current service, followed by congregational meal sites and *Project Fresh*. Expectations of future use are similar to current use except for the expected future use of *Project Fresh*, which exceeds all other services. It appears that the respondents expect to use this service at high levels compared to all other similar services.

Figure Three
Health & Wellness Services
Percent of Respondents Aware of, Currently Use and Expect to Use



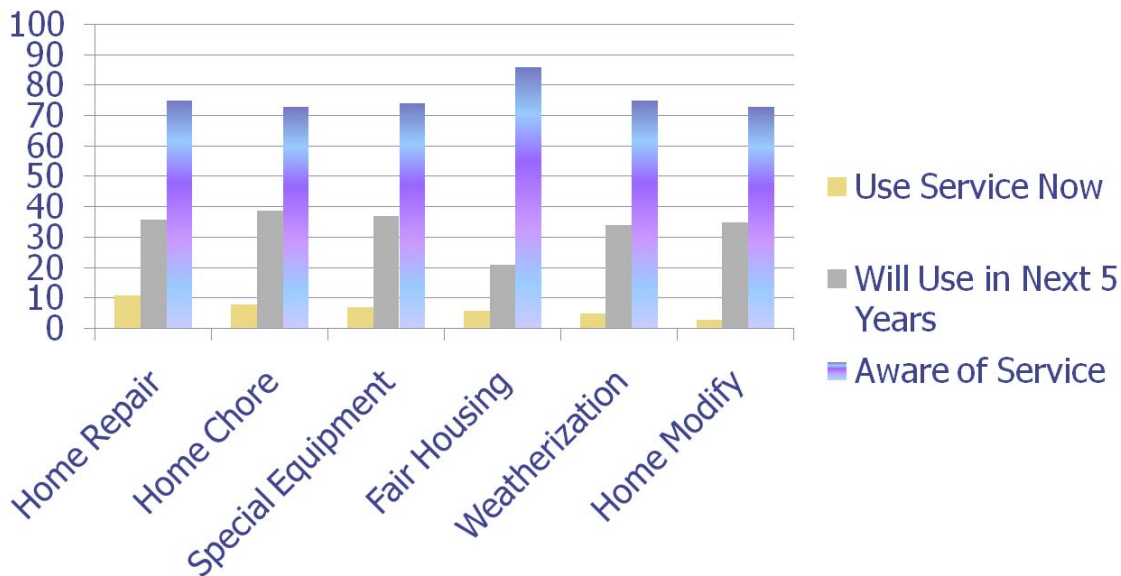
The current use of health and wellness services has a lower expected future use than previous services. The least used of the current services, vision, is ranked as the highest expected future used service. This difference between current use ranking and future use ranking continues for most of the services. This strongly suggests that planning for future use of services needs to be made with care and with adequate room for shifting resources should these future use expectations translate into actual use. The data encouragingly show the highest current demand is for fitness classes, a sign that this population appears to understand the link between fitness and health.

Figure Four
Financial and Legal Services
Percent of Respondents Aware of, Currently Use and Expect to Use



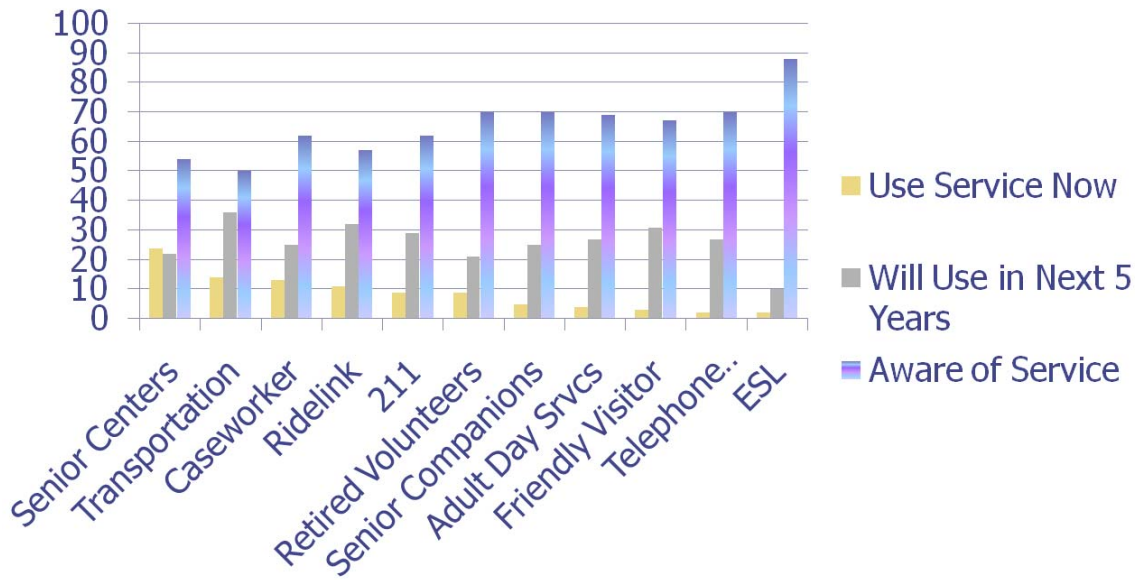
While current use rates of legal and financial services (indicated on the chart as Home \$) are somewhat low in comparison to other areas, awareness is high. Expectations of future use of services mirror current use of services, which suggests that current funding priorities are not likely to change too much in future years.

Figure Five
Home-Related Services
Percent of Respondents Aware of, Currently Use and Expect to Use



Home related services are currently somewhat less used than in-home, nutrition and health and wellness. Expected future use is not a perfect match, although the top three current services remain the top three expected future use services. This suggests some flexibility in future resource assignment across the lowest three services may need to be maintained.

**Figure Six
Community-Based Services
Percent of Respondents Aware of, Currently Use and Expect to Use**



Community-based services represent relatively high use as well as relatively low use services. Transportation services and “human-interaction” services compose most of the use. Expected future use suggests that the differences in current use may smooth out over the next several years. This would appear to represent an over growth in demand for community-based services. If this expected future use is born out, then competition for resources across these community-based services will increase.

SUMMARY

Across all services awareness is generally quite high. A few services have low awareness, but some of these also have relatively high use, transportation being the most obvious example (approximately 50% are aware, but approximately 14% use, a relatively high use rate.) Awareness and use of services are not linked, which is a good outcome and should be expected when overall awareness is high. In this case the services are well advertised and known and since the awareness does not correlate with use, this suggests that unmet demand is likely not very high. Another alternative is that low awareness services are not well advertised because need exceeds resources.

In terms of high use services, in-home, nutrition and health & wellness were reported as the most used followed by community, home-related and financial and legal services. Some of these groups had future use expectation very or somewhat similar to current use, but health and wellness services may experience very different service use mix in the future. Community-based services may see a leveling of use across services, which could lead to competition over resources.