

Opening Doors to Aging Services
Creating Positive Perceptions of Our Field
 LeadingAge Maine & New Hampshire, April 4, 2023

LeadingAge

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We Can Shift Public Perceptions

<p>Public Perceptions Now</p> <p>Favorable?</p> <p>Unfavorable?</p> <p>Informed?</p> <p>Uninformed?</p>	<p>Desired Public Perceptions</p> <p><i>We Decide!</i></p>
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| What is Opening Doors to Aging Services?




- A **multi-year, national-local** research and communications initiative
- Board initiated in 2020 to **serve profound member need** (along with governance and workforce)
- Introduces the public to the **cross-continuum** aging services sector

www.openingdoors.org


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Why Opening Doors Is Relevant In Your Work



- Opening Doors helps **deliver on our promise** to “make America a better place to grow old”
- We are the **trusted voice for aging.**
- We are **all communicators.**

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Key Learnings

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Opening Doors Research

February to August 2021



In-depth interviews across sector



Focus group discussions



Digital and media landscape scan

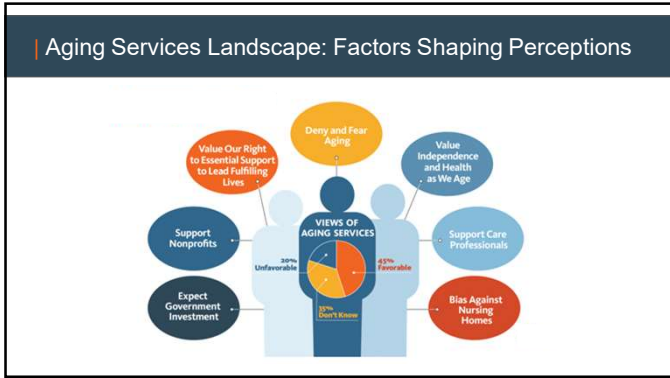


Two public opinion surveys

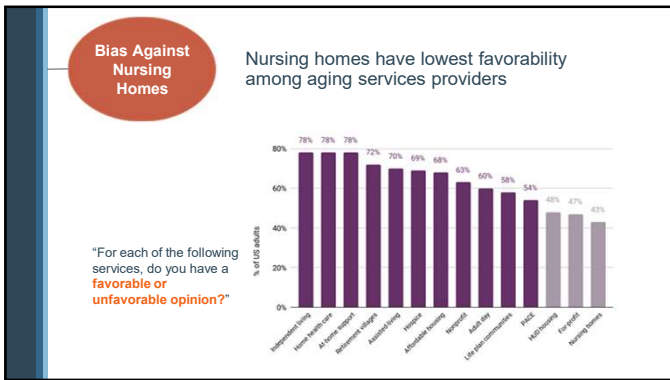


LeadingAge member survey

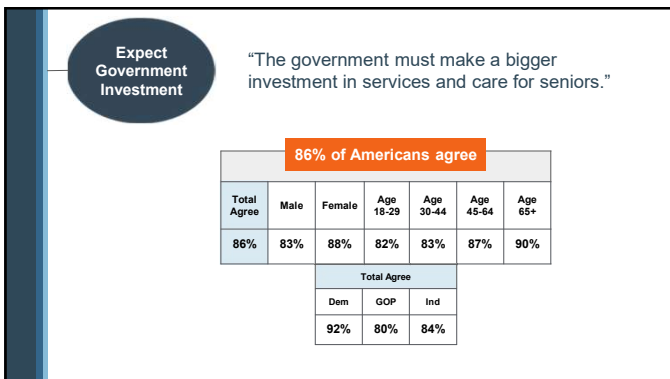
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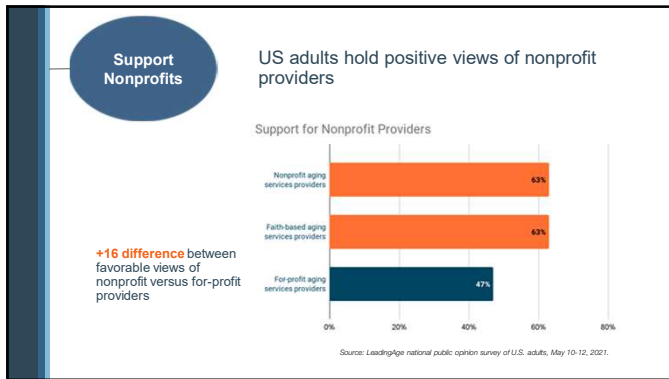
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Support Care Professionals

Resounding support for caregiving professionals

Best Describes

- Compassionate
- Dedicated
- Essential
- Professional

Least Describes

- Lazy
- Incompetent
- Unskilled
- Disengaged

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Value Right to Essential Support to Lead Fulfilling Lives

“Every American has a right to receive a basic level of housing, health care and essential support regardless of age.”

85% of Americans agree

Total Agree	Male	Female	Age 18-29	Age 30-44	Age 45-64	Age 65+
85%	82%	88%	88%	86%	85%	83%

Total Agree		
Dem	GOP	Ind
92%	75%	85%

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Value Independence and Health as We Age

Americans value things that support their independence

	Very Important Total
Good mental health	74%
Good physical health	71%
Independence	69%
Financial health and security	67%
To live in your own home	67%
Respect and dignity	65%

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Aging Services Landscape: Factors Shaping Perceptions

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Public Perceptions: One-third don't know us

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**Public Perceptions:
To know us is to love us**

Of those **who have experience** with aging services...

68%
say it was **positive**

70%
would recommend the services to others

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Public Perceptions: Quality drives views

68% Good experience:
Quality of care most cited

Quality of care	24%
Received the medical attention needed	13%
Pleasant environment	11%
Near friends and family	10%
Felt less alone	9%
Enjoyed living with other people	9%
Devoted professionals	9%
Trusted a faith-based care organization	7%
Vibrant social activities	5%
Other	2%

16% Bad experience:
Standard of care + medical attention most cited

Standard of care lower than expected	29%
Staff did not provide the medical attention needed	26%
Staff was unhelpful or unkind	16%
Unpleasant environment	14%
Organization was all about the bottom line	7%
Difficult for friends and family to visit	2%
Disliked living with other people	2%
Hard to make friends or have meaningful interaction with others	1%
Other	5%

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Quality affects views of providers

Provider Type	Favorable	Quality
Independent living	78%	68%
Home health care	78%	65%
Assisted living communities	70%	59%
Hospice	69%	65%
Affordable senior housing	68%	56%
Adult day care	60%	50%
Life plan communities	56%	51%
PACE	54%	46%
HUD housing	48%	42%
Nursing homes	43%	37%

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**Strategic Opportunity:
Introduce Ourselves!**

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Key Audiences
US adults 45+
especially women and people 65+

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Opening Doors Strategies

 Offer a look into aging services	 Focus on older adults and their families, not on providers	 Talk about "us," not "them"	 Emphasize independence and strength
 Highlight dedicated, compassionate care professionals	 Demonstrate commitment to delivering quality care and services	 Frame aging services as a basic right for everyone	 Emphasize support for greater government investment in aging services


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Offer a look into aging services

- Show **WHAT** you do
- Show **WHO** provides care
- Show **benefits to older adults**


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Focus on older adults and their families, not on providers

- It's not about providers; it's about the people we serve
- Enlist older adults as messengers


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Talk about us, not them

- We are all aging
- A majority of us will need some kind of long-term care as we age—so **do not talk about older adults as "them," but "we" and "us"**
- Avoid perpetuating **ageism**.


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Emphasize independence and strength

- Extra help means greater **independence**
- Ability to **continue to do things** that are important to us
- Value, **dignity**, and ongoing contribution


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Highlight dedicated, compassionate care professionals

- They provide **essential direct care**
- **Bonds** between dedicated care professionals and older adults
- **Expert, well-trained**


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Demonstrate commitment to delivering quality care and services

- Showcase how you deliver **quality care**
- Emphasize **nonprofit status** and **mission-driven** focus

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Frame aging services as a basic right for everyone

- **Every American has a right** to receive a basic level of housing, health care and essential support regardless of age
- Stress that a **range of care and services** is available for all

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Emphasize support for greater government investment in aging services

- Americans agree that the **government has an important role** in ensuring that older adults are taken care of
- Support for greater investment in services for older adults is **overwhelming and bipartisan**

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| Which Messengers are Most Effective?



- Medical professionals
- Families of older adults using aging services
- Older adults currently using aging services
- Professional caregivers

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| Bringing Opening Doors to Life

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All Channels, Tactics and Platforms

- Website
- Social media
- Media relations
- Publications
- Paid media
- Public events
- Internal events
- Sales and marketing
- Advocacy
- Community partnerships
- Speeches and presentations

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| What are Message Frames?

Underlying, fundamental concepts

Framing refers to the choices we make in what we say and how we say it.

- What we emphasize
- How and what we explain
- What we leave unsaid*

Example

"There's a 94% survival rate for this surgery."
vs.
"Only six in one hundred people die in this surgery."

*Source: Frameworks Institute

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Provider-centered vs. Person-centered

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Provider-centered vs. Person-centered

Our campus features a swimming pool and tennis courts.

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Provider-centered vs. Person-centered

Our campus features a swimming pool and tennis courts.

vs.

Our residents stay strong and healthy by swimming and playing tennis.

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Provider-centered vs. Person-centered

Providers are facing the worst workforce crisis in decades.

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Provider-centered vs. Person-centered

Providers are facing the worst workforce crisis in decades.

vs.

Older adults are facing the worst crisis in access to care in a generation because there aren't enough caregiving professionals.

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Profit-Centered v. Mission-Centered

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Profit-Centered v. Mission-Centered

Our new construction expansion will make ABC Woods the largest, most successful provider in the county.

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Profit-Centered v. Mission-Centered

Our new construction expansion will make ABC Woods the largest, most successful provider in the county.

vs.

With capacity to serve 30 more people in our new memory care wing, ABC Woods will be able to support even more of our neighbors.

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Opening Doors Language: Authenticity First

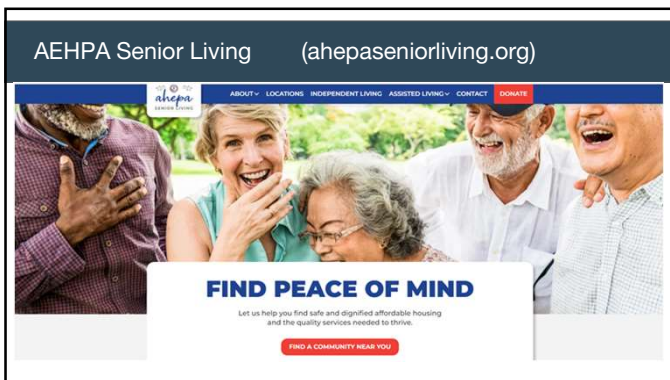
DO SAY	DON'T SAY
Aging services	Elder care, Aged care
Sector, Field	Industry, Market
Community, Residence	Facility, Institution, Building
Nonprofit, Organization	Company, Business
Caregiving professional, Professional caregiver	Care worker, Unskilled worker
Older adults	The elderly, The aged

When describing caregiving professionals, do say... **compassionate, dedicated, essential**
 When describing aging services providers, do say... **nonprofit, mission-driven, faith-based**
 When describing care and services, do say... **quality, safety, basic right**

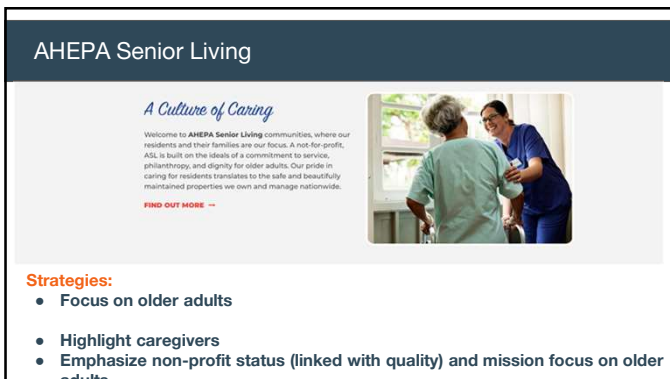
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AHEPA Senior Living



Our Residents Flourish

A proven provider, AHEPA Senior Living communities are high-quality, yet affordable, independent living and assisted living communities that empower residents to retain independence and individuality. Residents enjoy an engaging lifestyle supported by quality services provided by compassionate, dedicated, and well-trained professionals. Civic and cultural involvement are encouraged as well as participation in on-site health and wellness programs.

Strategies:

- Emphasize independence & strength
- Highlight professional caregivers with recommended language
- Showcase quality services

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Brethren Retirement Community



“Exercise is work, but I always feel better after I’ve done it.” - Nancy Brumbaugh, Age 91

- Program awareness campaign
- Highlights health, strength → independence
- Incorporates trusted messengers: words & pictures
- Showcases unique, quality offering

Keep Going Strong.
Up-To-Date Gym Equipment • One-On-One Training • Group Classes
Something for Everyone, So Everyone Buys Their Mental and Physical Health!

Senior FITNESS Call Nathan at 927.316.4584 for more information Brethren Retirement Community

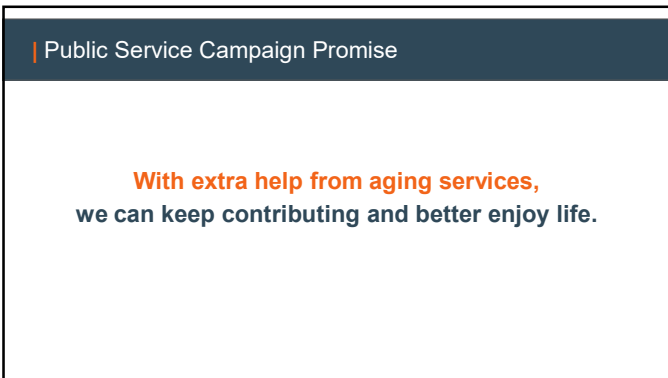
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| Questions or Comments?

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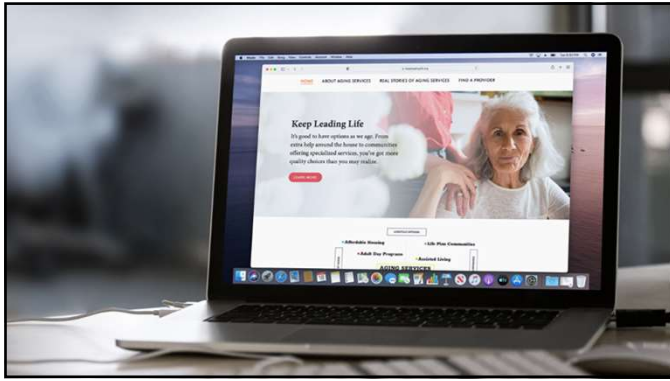
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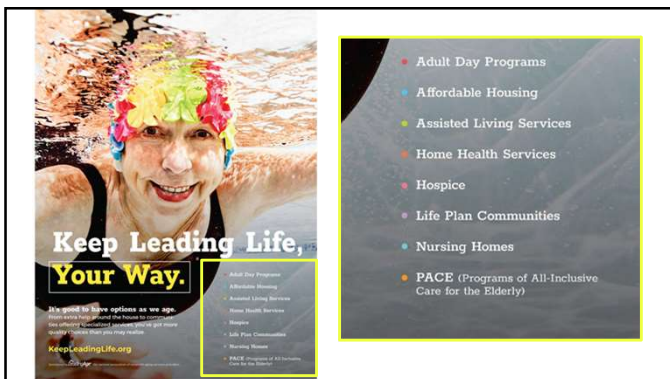
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Keep Leading Life Member Toolkit



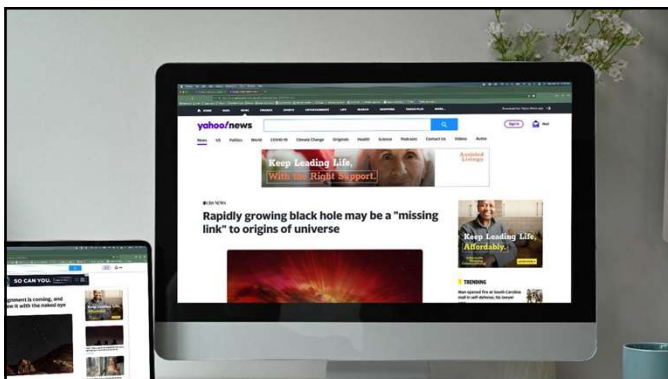
- 2 Videos
- 2 Radio Spots
- Sector & provider-specific ads
 - Digital
 - Newspaper
 - Magazine
- Social media graphics
- Flyers & Postcards
- Posters

www.openingdoors.org/resources

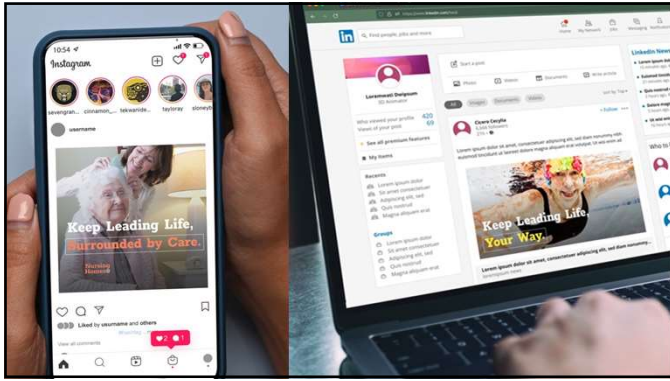
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Customization & Co-branding Options

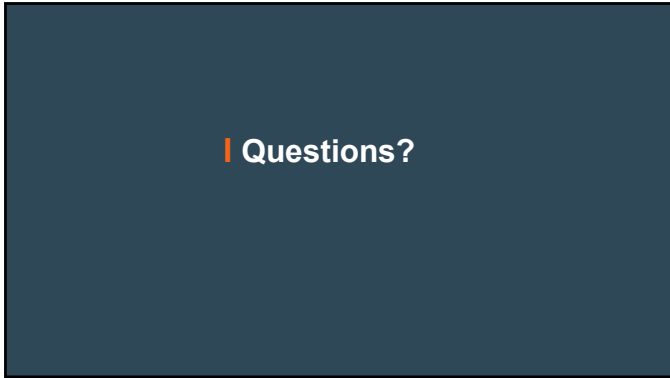


Customizable Elements:

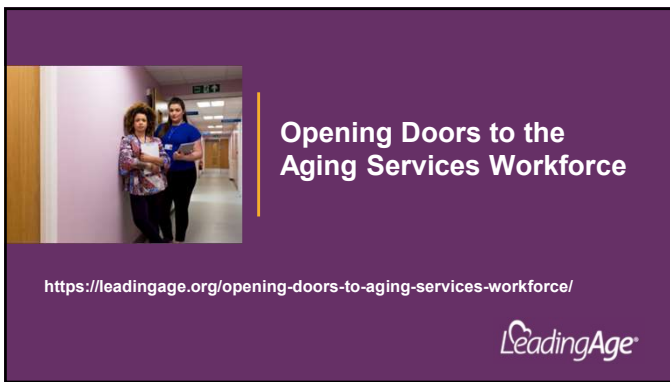
- Service Type
- Logo
- URL

[Download the Campaign Style Guide for guidance!](#)

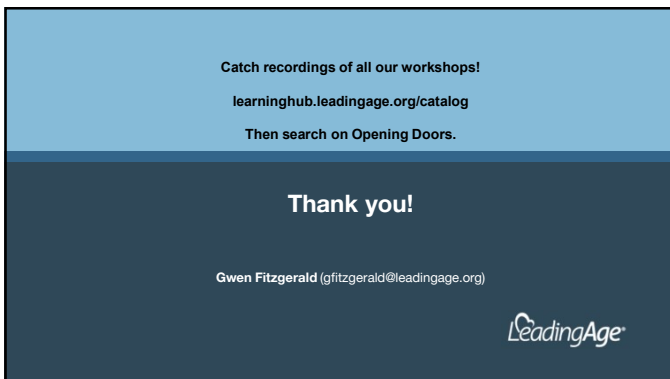
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