



NATIONAL ASIAN PACIFIC CENTER ON AGING

Providing Culturally Competent Services for Hard-to-Reach AAPI Older Adult Consumers

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*Wesley Lum, PhD, MPH
President and CEO
wesley@napca.org*

*Ashley Muraoka-Mamaclay, MURP
Director of Outreach and Education
ashley@napca.org*



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National Asian Pacific Center on Aging

Our Mission

NAPCA's mission is to preserve and promote the dignity, well-being, and quality of life of Asian Americans and Pacific Islanders (AAPIs) as they age.

Our Vision

A society in which all AAPIs age with dignity and well-being.

www.napca.org



NAPCA serves AAPI elders through various programs and initiatives

- Senior Community Service Employment Program (SCSEP)
- Senior Environment Employment (SEE)
- Agriculture Conservation Experienced Services (ACES)
- National toll-free multilingual Helpline
- AAPI Aging National Resource Center
- AAPI SMP/SHIP Technical Assistance Project



Session Overview

- Overview of AAPI Trends and Needs
- Definitions
- Why Prioritize Cultural and Linguistic Competence?
- Organizational Strategies
 - 4 Best Practices to Implement AAPI Cultural Competency within your Organization
- Community Strategies
- Individual Strategies
 - Communication and Engagement
 - Civic Engagement



Overview of Asian American and Pacific Islander Trends

Defining Asian Americans and Pacific Islanders





Asian Americans and Pacific Islanders

- A person with origins in any of the peoples of the Far East, Southeast Asia, Indian subcontinent or Pacific Islands.
- The most diverse group of any other minority group.
 - Over 30 countries and speak over 100 languages.



Boundary representation is not necessarily authoritative



Geographic Distribution Among the AAPI Population

Total Population		Percent	
California	5.3 Mil	Hawaii	48.0%
New York	1.5 Mil	California	13.9%
Texas	1.1 Mil	New Jersey	8.8%
New Jersey	.78 Mil	Nevada	8.1%
Hawaii	.67 Mil	Washington	8.1%
Illinois	.63 Mil	New York	7.8%
Washington	.56 Mil	Alaska	6.7%
Florida	.50 Mil	Virginia	5.9%
Virginia	.48 Mil	Maryland	5.9%
Massachusetts	.38 Mil	Massachusetts	5.8%

(United States Census, 2016. Retrieved from <http://factfinder.census.gov/>)



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AAPI Older Adults

National Demographics

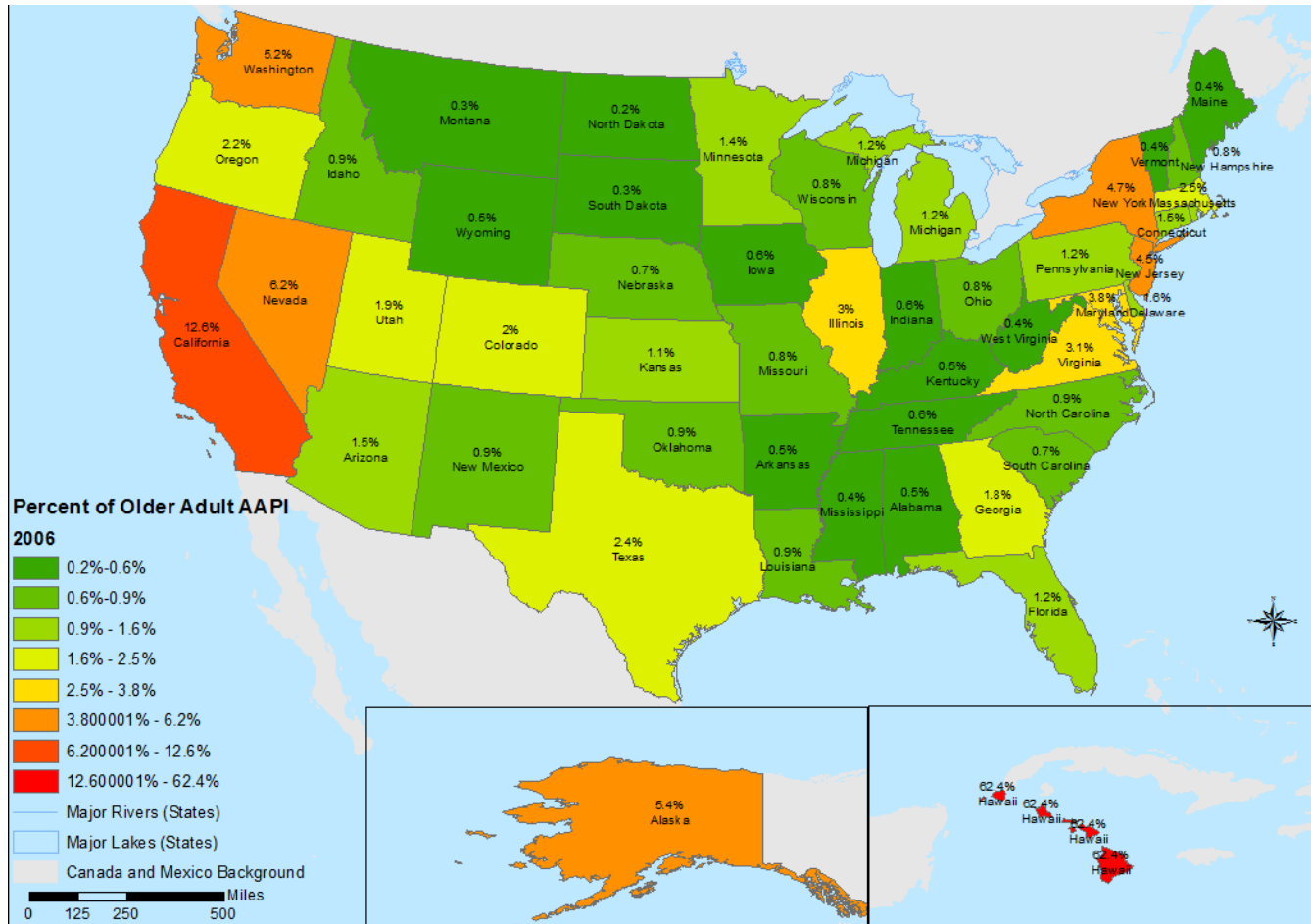


Growth of 60+ AAPI

- Compared to other races, AAPI older population increased significantly.
- The Growth of 60+ from 2000 to 2010
 - Asian American: 76%
 - Native Hawaiian/Pacific Islander: 60%
 - Black American: 30%
 - Hispanic American: 65%
 - Non-Hispanic White American: 19%
- Between 2010 and 2030, the AAPI older adult population are projected to increase by **145%**



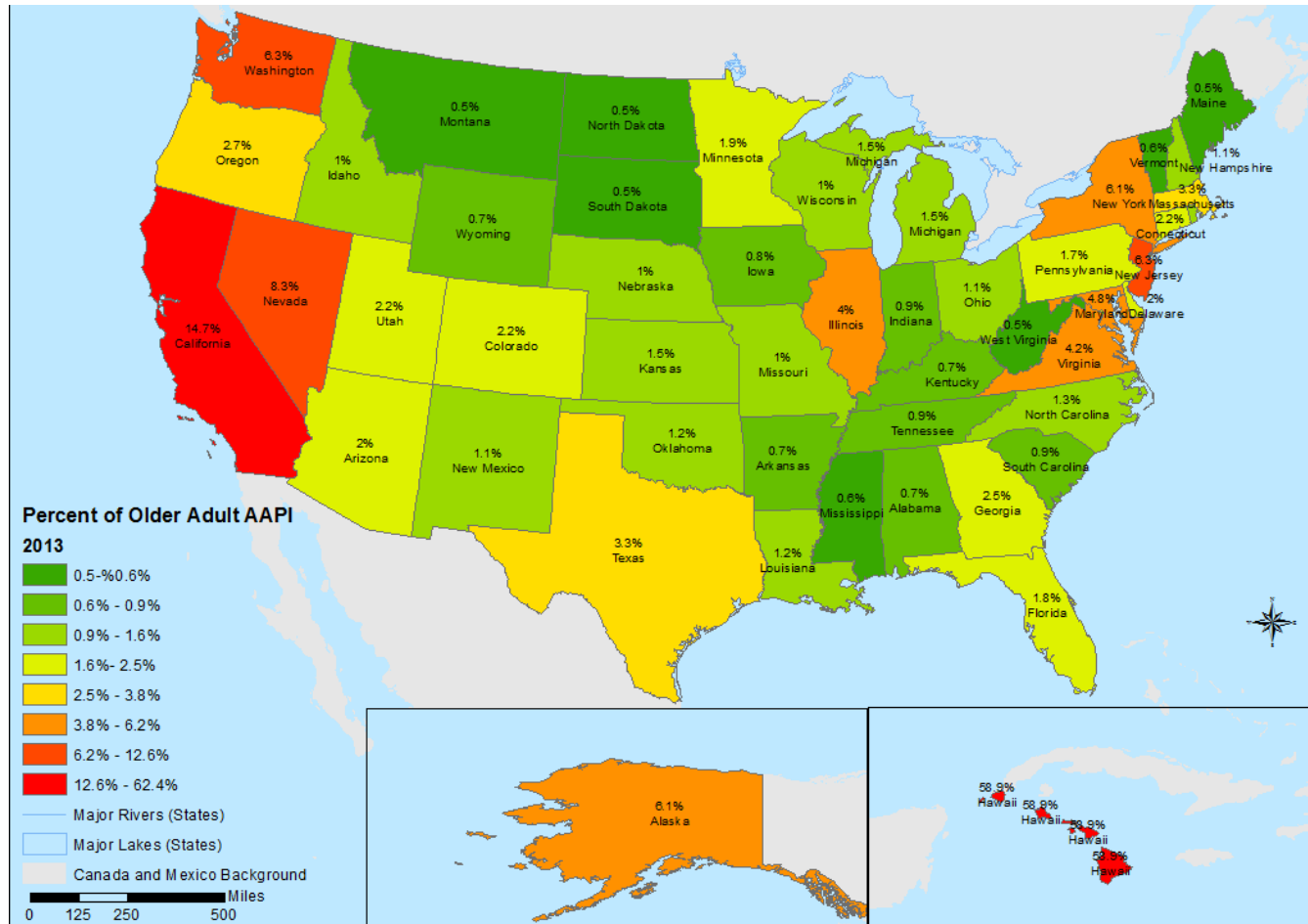
AAPI Population Density of 60+ (2006)



Adapted from "Profile of State OAA Programs", by the Administration for Community Living, *Aging Integrated Databases*. Retrieved from <http://www.agid.acl.gov/StateProfiles/Profile/Pre/?id=41&topic=1&years=2006,2013>



AAPI Population Density of 60+ (2013)



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Geographic Distribution of AAPI 60+ Growth Rate

Top States (# Persons)	
California	328k
New York	83k
Texas	63k
New Jersey	44k
Florida	40k
Illinois	37k
Washington	33k
Hawaii	29k
Virginia	27k
Maryland	20k
Georgia	20k

Top States (Percent)	
North Dakota	116%
Montana	102%
South Dakota	90%
Vermont	88%
North Carolina	87%
Tennessee	86%
Georgia	83%
Florida	82%
Wyoming	81%
Indiana	80%
Texas	80%

Adapted from "Profile of State OAA Programs", by the Administration for Community Living, *Ageing Integrated Databases*. Retrieved from <http://www.agid.acl.gov/StateProfiles/Profile/Pre/?id=41&topic=1&years=2006,2013>



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AAPI Needs & Vulnerabilities

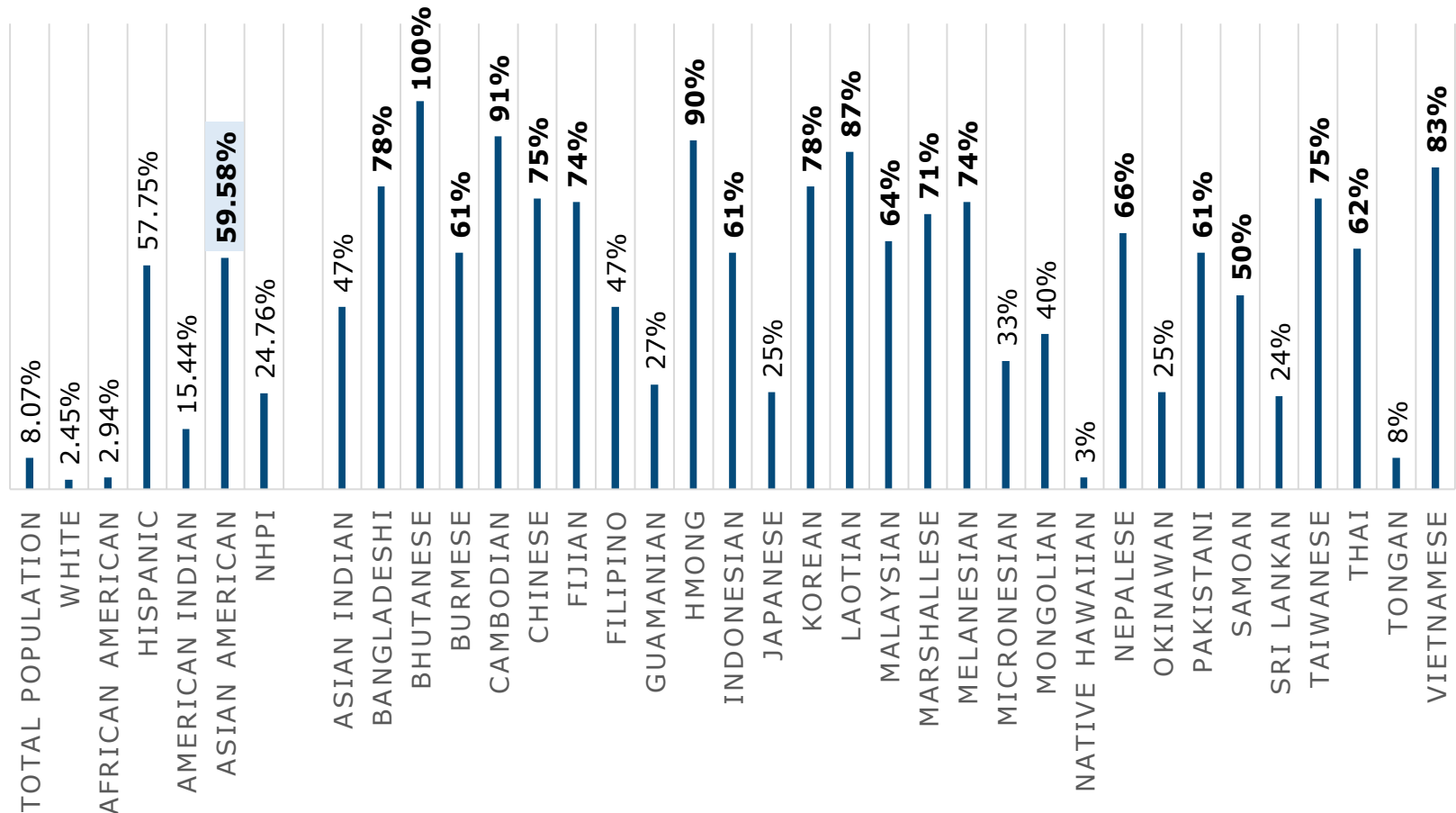


Limited English Proficient AAPI

- Individuals who do not speak English as their primary language and who have a limited ability to read, write, speak or understand English, may be limited English proficient (U.S. Census, 2016)
- A person's self-assessed ability to speak English less than "Very Well".



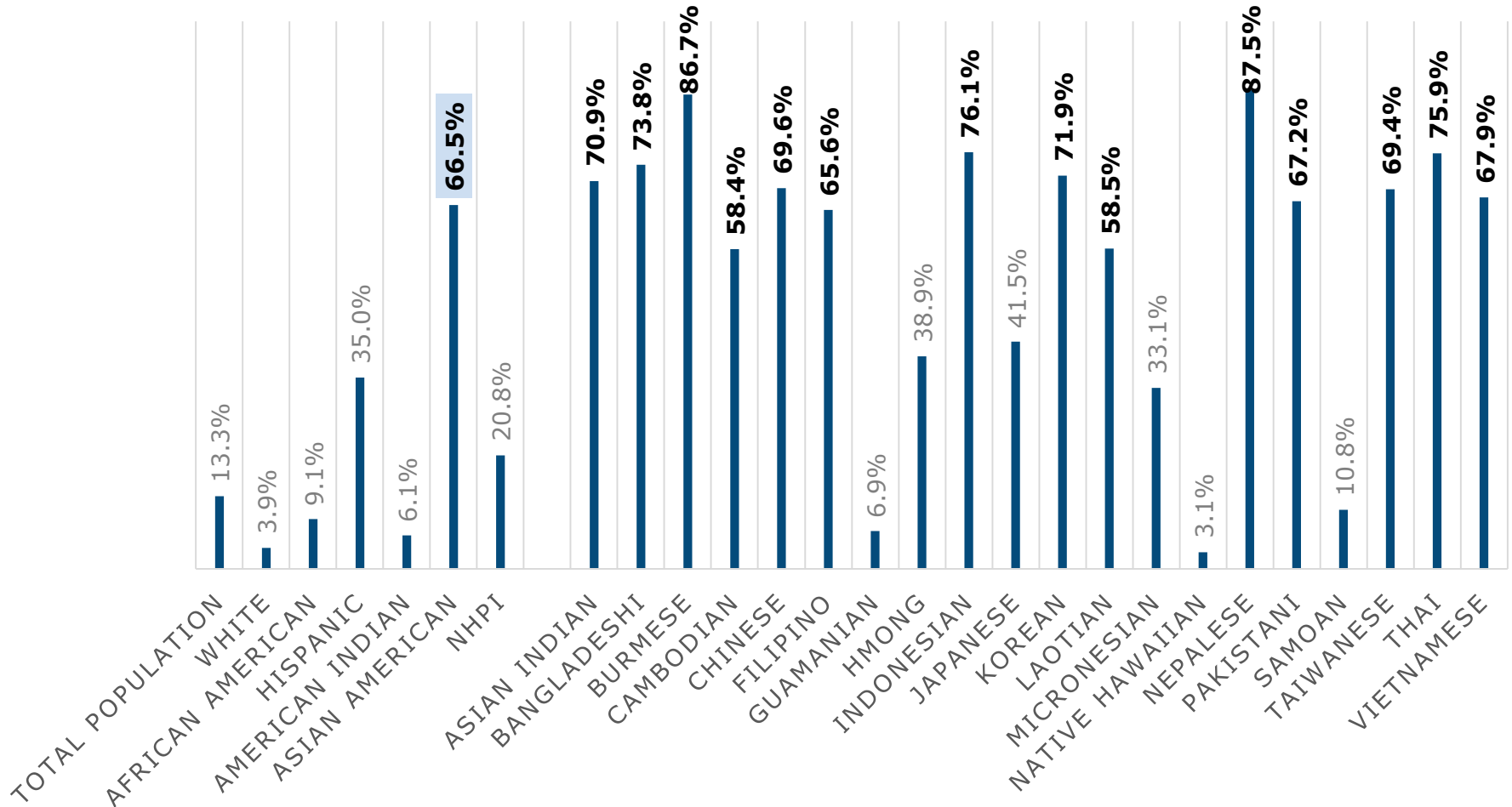
Limited English Proficiency (LEP) of Older Adults (65+)



(United States Census, 2016. Retrieved from <http://factfinder.census.gov/>)



Immigration – Foreign Born Percentages



(United States Census, 2016. Retrieved from <http://factfinder.census.gov/>)



Health Disparities

- Breast cancer
 - Outweighs heart disease as the leading cause of death for AAPI women
- Lung/Bronchial cancer
 - Leading cause of death of Asian American men
- Colorectal cancer
 - Lowest rates of colorectal cancer screening in Vietnamese Americans.
- Hepatitis C & Liver cancer
 - 50% of the individuals afflicted with chronic Hepatitis B are AAPI
 - 80% of Hepatitis B cases result in liver cancer
- Diabetes
 - AAPIs who are overweight are at an increased risk
 - Filipino and Japanese Americans are twice as likely to have diabetes.
 - Native Hawaiians are four times as likely to have diabetes – three times more for women than men.



Barriers to Accessing Services

- Limited English Proficiency
- Cultural beliefs influencing help-seeking behavior
- Historical or Immigration trauma (ie. Fear or untrustworthy of Government)
- Lack of accessible and available information
- Lack of transportation



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Key Definitions



Culture

Includes a range of factors such as ethnicity, language, religion, gender identity, sexual orientation, geography, and other sociological characteristics.





Cultural Awareness is achieved by being cognizant, observant, and conscious of similarities and differences among cultural groups, and understanding that one's culture may influence values, beliefs, judgements and decisions.

A commitment to cultural awareness leads to an individual, community, program, or organization to becoming **Culturally Competent**.



Person-Centeredness involves perceiving and evaluating interventions from an individual's perspective, adapting interventions to meet the needs and expectations of those individuals.



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Why Prioritize Cultural Competency?



Why Prioritize AAPI Cultural and Linguistic Competency?

- Increasing diversity
- Establishing partnerships and relationships with AAPI communities
- Improved client health outcomes/ service equity
- Increase in client satisfaction



Why Prioritize AAPI Cultural and Linguistic Competency? (cont.)

- Increasing staff competence and confidence
- Efficient spending/ resource allocation
- Stronger organizational viability for grants and contracts



Why Prioritize AAPI Cultural and Linguistic Competency? (cont.)

- Protecting your organization from liability
- Meeting state and federal requirements
 - Title VI of the Civil Rights Act of 1964



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Organization Strategies to Achieve AAPI Cultural Competency



4 Best Practices to Achieving AAPI Cultural Competency

- (1) Value AAPI diversity;
- (2) Assess your organization;
- (3) Manage the dynamics of difference; and
- (4) Acquire and institutionalize AAPI cultural knowledge.



Best Practice #1: VALUE AAPI DIVERSITY



- Identify areas for improvement within your organization's operations to promote racially equitable results for AAPI older adults.
- Foster a multicultural work environment



Best Practice #2: ASSESS YOUR ORGANIZATION

- Develop an internal team to guide the ongoing work of removing barriers to opportunity for AAPI older adults, including cultural and linguistic disparities
- Conduct regular organizational assessments.



Best Practice #3: MANAGE THE DYNAMICS OF DIFFERENCE

- Implement a mechanism AAPI older adults and their families to address complaints about barriers to opportunity and racial inequities
- Solicit the input of AAPI staff in organizational planning to ensure AAPI older adults have equitable access to appropriate services.





Best Practice #4: ACQUIRE AND INSTITUTIONALIZE AAPI CULTURAL KNOWLEDGE

- Identify opportunities for the organization (and staff) to better understand and eliminate racial inequities.
 - **EXAMPLES:** AAPI trainings, collaborations with AAPI communities, involvement in government initiatives and planning to reduce inequities



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Strategies to Engage the AAPI Community



Community Needs Assessment with AAPI Older Adults

- Integrate AAPI populations into organizational planning
- Develop a Communication and Language Assistance Plan





Partnerships with AAPI- Serving Community Based Organizations

- Relationship building
- Explore the shared benefits of partnership
 - Consider using dispersed site management strategies (similar to AmeriCorps* VISTA) to address the needs of rural organizations.
 - Offer to partner on public awareness meetings/ community events.



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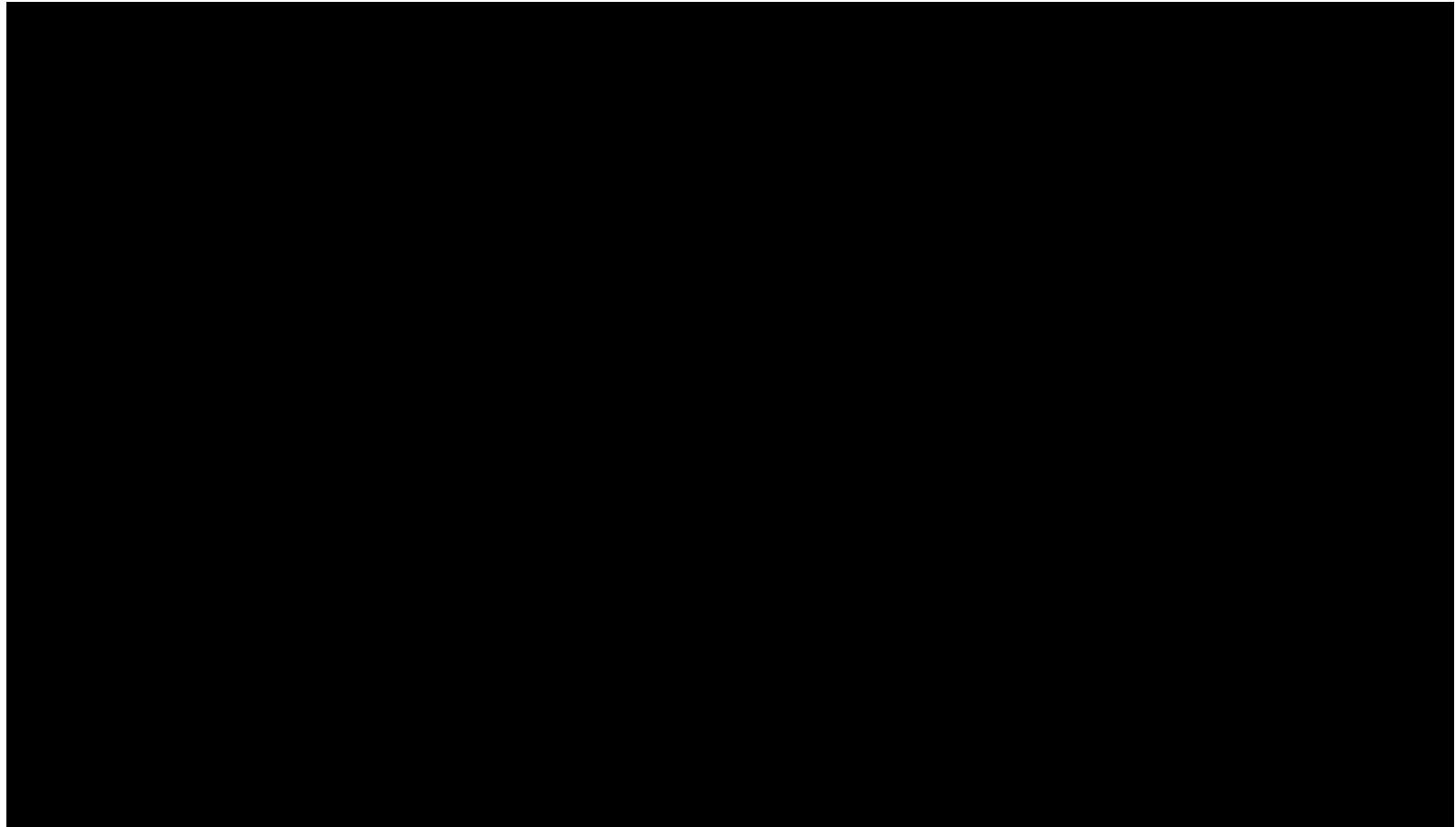
Best Practice Example #1





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Best Practice Example #2



<https://www.youtube.com/watch?v=f71-b8jggoA>



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Strategies to Engage the Individual



Communication and Engagement Strategies

- Use a person-centered approach
- Be aware of stereotypes!

The New York Times | <http://nyti.ms/1VLfXtl>

SundayReview | OP-ED COLUMNIST

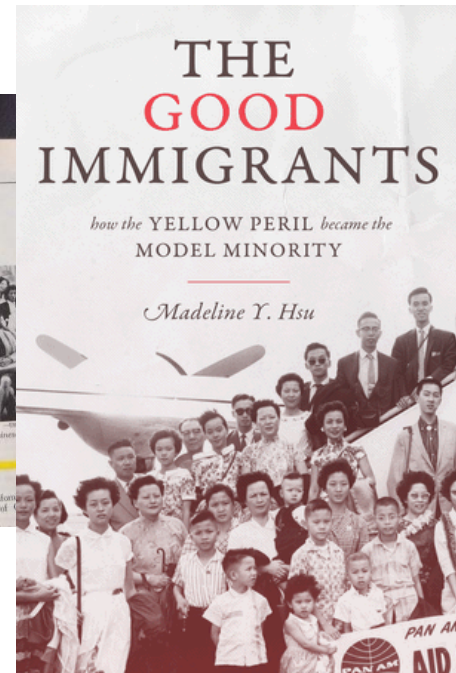
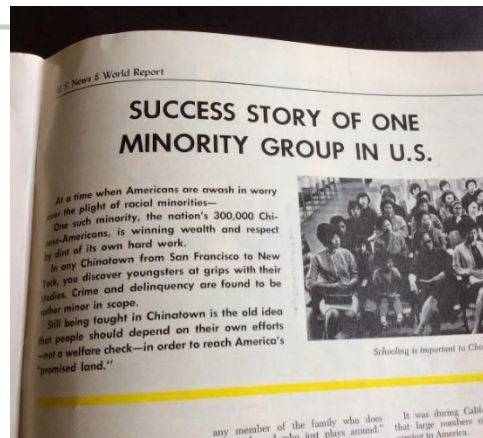
The Asian Advantage

[点击查看本文中文版](#) | [Read in Chinese](#)

[한국어로 읽기](#) | [Read in Korean](#)

Nicholas Kristof OCT. 10, 2015

THIS is an awkward question, but here goes: Why are Asian-Americans so successful in America?





How Culture Impacts AAPI Communication and Engagement

- AAPI older adults may:
 - Be reluctant to complain or ask for clarification
 - Value group consensus more so than other families.
 - Prioritize family harmony, and fear “family shame”
 - Vary in level of acculturation
 - Be impacted by historical trauma



Communication and Engagement Strategies (cont.)

- Build trust by prioritizing culture!
 - Ask questions
 - Mobilize a family's cultural strengths
 - Build rapport with family leaders
 - Utilize cultural reframing techniques
- Establish the professional's role and assume authority
- Self-disclosure to build social/ cultural connection



Communication and Engagement Strategies (cont.)

- Be flexible to both native and Western interventions, and collaborate with community partners when appropriate.
 - BEST PRACTICE EXAMPLE: Ho'oponopono with Native Hawaiians





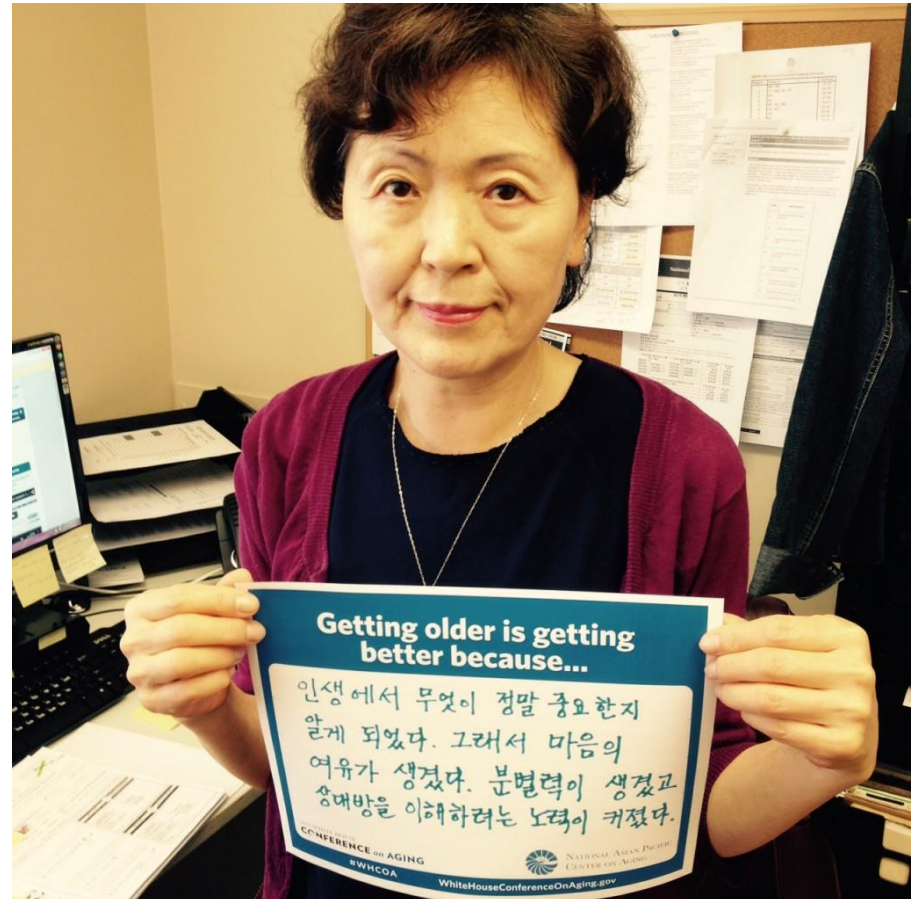
Communication and Engagement Strategies (cont.)

- ***Tips to help comprehension:***
 - Notify LEP AAPI clients of availability of in-language services.
 - Use open-ended questions.
 - Provide clear and full information.
 - Be attentive to non-verbal cues.
 - Be patient, and consider periods of silence opportunities for reflection on what has been said.
 - Check for understanding regularly.



Communication and Engagement Strategies (cont.)

- Formal volunteering vs. informal volunteering
- Generativity
- Person-centered approach
 - BEST PRACTICE EXAMPLES: Wah Luck House, White House Conference on Aging





Communication and Engagement Strategies (cont.)

- Empowerment approach
- Seek family investment into volunteering benefits
- Value assets (e.g. linguistic abilities)
- Collaborate with trusted AAPI- serving CBOs to outreach and train volunteers



Civic Engagement Strategies (cont.)

- Consider incentives that may attract some AAPI older adults to volunteering, such as:
 - Educational programs
 - Personal request from trusted professional
 - Stipends/ free meals
 - Volunteer recognition

Integrate volunteer motivational factors into needs assessments!



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Conclusion

Almost done!



Key Takeaways: Organizational Strategies

- To implement AAPI cultural competency within your organization:
 1. Value AAPI diversity,
 2. Assess your organization,
 3. Manage the dynamics of difference, and
 4. Acquire and institutionalize AAPI cultural knowledge.



Key Takeaways: Community Strategies

- Strengthen your relationships/ work with the AAPI community through:
 1. Community-based planning
 2. Developing partnerships with AAPI-serving community-based organizations and AAPI community leaders



Key Takeaways: Individual Strategies

- Person-centered approach
- Build trust by prioritizing culture!
- Be flexible to both native and western interventions
- Involve family when appropriate
- Increase engagement through partnerships with AAPI- serving community-based organizations



How else can NAPCA help?

- Provide your agency and partners with **technical assistance** on how to better serve the AAPI in your service area.
- **Assist** in developing a plan that works for you, taking into consideration the time and resources you have.
- A number of **Resources** on our website www.napca.org.
 - Something missing, just contact us and we can work on finding that information for **YOU!**



AAPI Aging National Resource Center

- NAPCA is developing a National Resource Center on AAPI Aging for the Aging Network.
- Incorporate AAPI specific resources on four issue areas:
 - Long Term Services and Supports
 - Elder Justice
 - Caregiving
 - Alzheimer's Disease and Related Dementias



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QUESTIONS?



What's to Come??

- Upcoming Partnerships:
 - NASUAD IQ
 - Asian American and Pacific Islander (AAPI) Cultural Competency Course
 - N4A
 - Cultural Competency Trainings
 - Introduction to Asian American and Pacific Islander (AAPI) Aging
 - November 30, 2016 at 3:00pm EST
 - Asian American and Pacific Islander (AAPI) Families: Integrating AAPI Culture into Practice
 - December 14, 2016 at 3:00pm EST



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ありがとう

Fa'afetai

Mahalo

THANK YOU!

谢谢你

Mālō

감사합니다



Contact Information



Wesley Lum
PhD, MPH

President and CEO
wesley@napca.org



Ashley Muraoka-Mamaclay
MURP

Director of Outreach and Education
ashley@napca.org

Please feel free to contact us if you have questions!