



Aging in Rural America: Overlooked Needs, Quiet Strength

Cindy Padilla

GIA Program Lead

Creating a Sustainable Network for the
Rural Aging Movement Initiative

Grantmakers In Aging (GIA)

July 31, 2017



GOOD AFTERNOON! THANK YOU FOR THAT NICE INTRODUCTION. IT IS GREAT TO BE HERE AGAIN WITH ALL OF YOU, AND WITH SUCH A DISTINGUISHED PANEL!

IT SEEMS LIKE JUST YESTERDAY I WAS WORKING AT THE ADMINISTRATION FOR COMMUNITY LIVING AND THE ADMINISTRATION ON AGING! BUT IT HAS BEEN ABOUT FIVE YEARS NOW! NOT SURE WHERE TIME GOES, BUT I DO KNOW WE ARE ALL AGING AS IT TICKS ALONG!

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MY PUBLIC SERVICE CAREER STARTED WITH COMMUNITY ORGANIZATING AND WORKING WITH VOLUNTEERS TO IMPROVE AND PROTECT OUR ENVIRONMENT. THIS WAS MY LIFE'S WORK FOR ALMOST 23 YEARS....

BUT IT WAS ACTUALLY TWO YEARS BEFORE I CAME TO ACL THAT I FOUND A REAL PURPOSE FOR MY LIFE AND MY WORK. THAT REALIZATION CAME WHEN OUR GOVERNOR ASKED ME TO BECOME THE CABINET SECRETARY FOR THE AGING & LONG-TERM SERVICES DEPARTMENT IN NEW MEXICO.

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ON MY FIRST "SENIOR DAY "AT THE STATE LEGISLATURE, I REMEMBER LOOKING OUT INTO THE AUDIENCE AND SEEING THE TRUE FACES OF NEW MEXICO. OUR SENIORS. I KNEW THEN, THAT EVEN AS A LONG-TIME ADVOCATE FOR OUR PLANET, MY HEART TRULY BELONGED TO OUR ANCIANOS, OUR ELDERS.

AND THEN COMING TO ACL, AND HAVING THE HONOR OF SERVING UNDER PRESIDENT OBAMA AND ADMINSTRATOR KATHY GREENLEE, I FELT THAT EVEN MORE.

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I LEARNED THAT NO MATTER WHERE WE GO ACROSS THIS AMAZING COUNTRY AND WORLD, OUR ELDERS ARE THE ONES WHO HAVE DEFINED OUR COUNTRY AND DESERVE TO LIVE WITH DIGNITY, RESPECT AND INDEPENDENTLY IN THE PLACE OF THEIR CHOICE. AND I KNOW *THAT* IS THE WORK OF ALL YOU HERE TODAY. SO, I WOULD LIKE TO BEGIN BY SAYING THANK YOU TO ALL OF YOU FOR WHAT YOU DO.

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I KNOW I DON'T HAVE TO SAY THIS HERE, BECAUSE WE ALL KNOW AGING SERVICES ENCOMPASS SO MUCH! IT INCLUDES HEALTH CARE, TRANSPORTATION, NUTRITION, COMMUNITY ENGAGEMENT, CAREGIVING, FINANCIAL COUNSELING, PHYSICAL FITNESS, AND MUCH MORE. AND THAT PROVIDING THESE SERVICES IS TRULY A COMMUNITY EFFORT.

WE ALSO KNOW THAT HOW WE PROVIDE THESE SERVICES VARIES FROM STATE TO STATE, CITY TO CITY, TRIBE TO TRIBE, AND VILLAGE TO VILLAGE. AND WE ALSO KNOW THAT THERE ARE OFTEN MANY BARRIERS TO PULLING THESE SERVICES TOGETHER AND REACHING ALL THOSE WHO NEED THEM.

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I THINK WE FURTHER BELIEVE THAT THESE CHALLENGES AND BARRIERS ARE OFTEN DIFFERENT IN URBAN AND RURAL SETTINGS. AND FOR THOSE OF US WHO WORK IN RURAL AREAS, I THINK WE OFTEN FEEL LIKE OUR CHALLENGES ARE EVEN GREATER THAN THOSE OF OUR URBAN COUNTERPARTS.

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WE HOPE THAT IN THIS SESSION, WE CAN HIGHLIGHT A SOME RESOURCES AVAILABLE FOR RURAL AGING SERVICES AND CAN FOSTER GREATER CONVERSATION AROUND RURAL AGING.

DR. ELIZABETH RULA WILL TALK ABOUT HEALTH DISPARITIES, THE SOCIAL DETERMINANTS OF HEALTH, AND WILL REVIEW WELL-BEING INDEX RESULTS FOR RURAL VS. URBAN SETTINGS; DR. LENARD KAYE WILL TALK ABOUT COMMUNITY ENGAGED RESEARCH OPPORTUNITIES BETWEEN AAA'S AND HIGHER ED. AND I WOULD LIKE TO TALK A LITTLE ABOUT THE GRANMAKERS IN AGING RURAL AGING INITIATIVE, FUNDED THROUGH A GRANT FROM MARGARET A. CARGILL PHILANTHROPIES.

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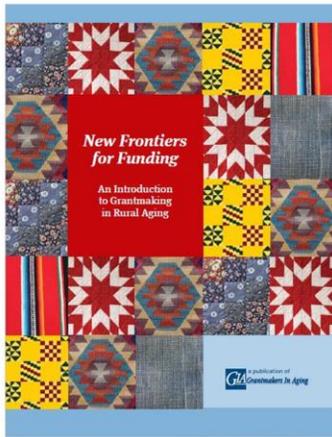
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THIS INITIATIVE IS FOCUSED ON CONNECTING AND SUPPORTING KEY PLAYERS CONCERNED WITH RURAL AGING. WE HOPE TO FACILITATE THE SHARING OF KNOWLEDGE AND THE EXPANSION OF RESOURCES AND SERVICES AVAILABLE TO OLDER ADULTS IN RURAL AREAS.

WE HAVE PULLED TOGETHER A STRONG STEERING COMMITTEE WHICH INCLUDES PHILANTHROPY, AGING SERVICE ADVOCATES AND AGING SERVICE PROVIDERS.

I WANT TO THANK SANDY MARKWOOD FOR BEING A PART OF THIS GROUP, AS YOU ALL KNOW, SHE IS NOT ONLY A GREAT ADVOCATE BUT A TRUE CHAMPION FOR ALL OF YOU.



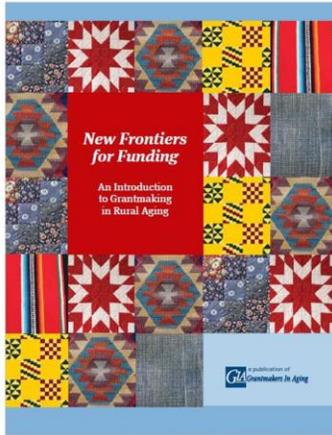
***New Frontiers for
Funding:
An Introduction to
Grantmaking in
Rural Aging***

Learn more at
GIAging.org/rural-aging

AS PART OF THIS INITIATIVE, GIA HAS PRODUCED A RURAL AGING FUNDERS GUIDE, WHICH IS MOSTLY DIRECTED TOWARD PRIVATE FUNDERS, TO HELP GUIDE – AND ENCOURAGE - THEM TO FUND RURAL AGING PROGRAMS.

THIS GUIDE, IS AN INTRODUCTION TO RURAL AGING, AND INCLUDES AN EXCELLENT OVERVIEW OF JUST WHAT IS RURAL AMERICA... I KNOW YOU ALL SAY, "IF YOU'VE SEEN ONE TRIPLE A, YOU'VE SEEN ONE TRIPLE A." AND SO IT GOES, "IF YOU'VE SEEN ONE RURAL COMMUNITY, YOU'VE SEEN ONE RURAL COMMUNITY".

SO HOW IS "RURAL" DEFINED? CHALLENGE NUMBER 1.
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ONE REASON IT IS DIFFICULT TO DEFINE IS BASED ON ITS SHEER SIZE AND DIVERSITY. ANOTHER IS THE FACT THAT THE U.S. GOVERNMENT ALREADY USES TWO DIFFERENT DEFINITIONS OF RURAL – ONE USED BY THE CENSUS BUREAU AND ANOTHER USED BY THE OFFICE OF MANAGEMENT AND BUDGET. AND THE U.S. DEPARTMENTS OF AGRICULTURE AND HEALTH AND HUMAN SERVICES USE ELEMENTS OF BOTH.

BUT, AS ONE OF OUR COMMITTEE MEMBERS HAS SAID, “IN MAINE, WE DON’T LET ARTIFICIAL DEFINITIONS GET IN THE WAY – IF YOU LIVE IN A RURAL AREA, YOU KNOW IT”.



Tips for Successful Rural Aging Projects

Consider community readiness

Seek out and use what is there

Think about sustainability from the beginning

Make things as easy as possible for grantees



THIS GUIDE INCLUDES TIPS FOR FUNDING SUCCESSFUL RURAL AGING PROJECTS.

FUNDERS ARE ADVISED TO LOOK FOR COMMUNITY READINESS; SEEK OUT WHAT IS THERE; THINK ABOUT SUSTAINABILITY; MAKE THINGS AS EASY AS POSSIBLE FOR GRANTEEES; SUPPORT COMMUNITY FOUNDATIONS AND SMALL FUNDERS; PARTNER AND COLLABORATE WITH GOVERNMENT AGENCIES; FIND A FORMAL HOME FOR THE PROGRAM; AND FRAME PROJECTS AS AGE-FRIENDLY AND INTERGENERATIONAL.

ANY OF THIS SOUND LIKE A AAA?
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Tips for Successful Rural Aging Projects

Support community foundations and small funders

Partner and collaborate with government agencies

Find a formal home for the program

Frame projects as age-friendly and intergenerational



ALSO IN THE GUIDE:

TRUST COMES FIRST.
SUSTAINABILITY FROM DAY ONE.
LOOK FOR PARTNERS.
COLLABORATE.



Rural Aging Network

Bringing together people from nonprofits, business, government, philanthropy, and aging services to improve the experience of rural aging



THIS FUNDERS GUIDE AND THE RURAL AGING NETWORK - IS DESIGNED FOR YOU.

WE WANT YOU TO LOOK AT THIS FUNDERS GUIDE, MORE LIKE A "FUNDING GUIDE".

WE WANT YOU ALL TO TAKE THIS GUIDE AND USE IT BACKWARDS IF YOU WILL... LEARN HOW TO GIVE FUNDERS WHAT THEY NEED AND WHAT THEY ARE LOOKING FOR. MAKE IT EASY FOR THEM TO WANT TO FUND YOUR PROGRAM. REMEMBER THAT LIST OF TIPS I WENT OVER.... WELL, ISN'T THAT YOU?

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WE HOPE THAT AS WE BUILD THE RURAL AGING NETWORK, IT WILL
BECOME A BRIDGE TO BRINGING TOGETHER --- RESOURCES --- SERVICES
AND SERVICE PROVIDERS -- AND INFORMATION.

I KNOW YOU ARE THINKING WELL, WHERE DO I SIGN UP? WHAT DO I
GET? WHAT CAN I OFFER?
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WE ARE PLANNING TO CREATE ACCESS TO THE NETWORK THROUGH THE GIA WEBSITE. IT'S NOT QUITE THERE YET, BUT IT WILL BE VERY SOON... WHAT YOU GET IS ACCESS TO OTHER PROGRAMS, KNOWLEDGE OF FUNDERS WHO FUND RURAL AGING PROGRAMS, AND INFORMATION ON NEW RESEARCH.

WHAT DO YOU OFFER? WELL THAT'S KINDA OBVIOUS TO ME... AFTERALL, YOU ARE THE AGING NETWORK, YOU PROVIDE SERVICES, YOU ARE THE DELIVERY PIPELINE. WE JUST NEED TO BRING PEOPLE TOGETHER. YOU ARE A WEALTH OF INFORMATION AND CAN OFFER MUCH TO FUNDERS, WHO NEED YOU. AND, WELL, YOU NEED THEM.

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I HAVE A FLYER IN THE BACK OF THE ROOM THAT HAS THE WEBSITE FOR THE FUNDING GUIDE. IT CAN BE FOUND ON THE GRANTMAKERS IN AGING WEBSITE, GIAGING.ORG.

WE HOPE THAT IT WILL A RESOURCE GUIDE FOR YOU, AS YOU LEARN ABOUT AND CONNECT WITH YOUR RURAL AGING PARTNERS IN PHILANTHROPY. AND AS WE BUILD THE NETWORK, WE HOPE THAT YOU ALL BECOME A PART OF IT....



Thank you!

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NOW I AM GOING TO TURN THE MIC OVER TO DR. RULA AND THEN TO DR. KAYE. WE WILL FOLLOW WITH A FEW QUESTIONS FOR THE PANELISTS AND THEN QUESTIONS FROM ALL OF YOU.... THANK YOU. DR. RULA...

QUESTIONS FOR THE PANEL:

GIVEN THE LARGE AGING POPULATION IN RURAL AMERICA, WHY DO YOU THINK THERE HAS BEEN LITTLE ATTENTION PAID TO RURAL AGING?

WHAT ARE SOME EXAMPLES OF HOW LOCAL OR NATIONAL PROGRAMS HAVE MADE A POSITIVE IMPACT? DO YOU HAVE ANY THOUGHTS ON BEST WAYS TO SHARE INFORMATION AND BEST PRACTICES?

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Thank you!

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WHAT ARE THE CURRENT HOT RESEARCH TOPICS IN RURAL AGING?

WHY IS COMMUNITY-ENGAGED RESEARCH ESPECIALLY RELEVANT IN RURAL COMMUNITIES? WHAT ARE SOME OF THE POTENTIAL BARRIERS AND UNIQUE OPPORTUNITIES TO COMMUNITY-ENGAGED RESEARCH IN RURAL COMMUNITIES?

HOW CAN WE LEVERAGE THE STRONG SENSE OF COMMUNITY THAT IS COMMON AMONG RESIDENTS OF RURAL AREAS TO SERVE RURAL OLDER ADULTS AND SUPPORT THEIR CAREGIVERS?

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Thank you!

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HOW DO YOU THINK WE CAN BUILD BETTER COLLABORATIONS AND PARTNERSHIPS TO SERVE OLDER ADULTS IN RURAL AMERICA?

CAN TECHNOLOGY SOLUTIONS FOR ACCESS AND SOCIAL INTERACTION REPLACE IN PERSON PROGRAMS AND SOLUTIONS?

HOW CAN WE ENCOURAGE FEDERAL AGENCIES TO GET MORE INVOLVED IN RURAL AGING ISSUES?

WHAT ARE SOME OF THE POTENTIAL BARRIERS AND UNIQUE OPPORTUNITIES TO COMMUNITY-ENGAGED RESEARCH IN RURAL COMMUNITIES?

(end)