

B-2 Targeting Services

Services will be offered in each county according to ALTC’s mission and advice from the Advisory Board regarding prioritization and to the target populations for each service. Priority will be given to older individuals with the greatest economic and social need, including low income persons, low income minority individuals, persons with limited English proficiency and older adults living in rural areas.

Beginning the first of 2011, the first members of the baby boom generation turn 65. As compared to the total adult population in WA State, 16.7% boomers were born in between 1956 - 1964.

Aging Facts

- One in four of individuals aged sixty-five and over has a physical or cognitive disability which limits independence or requires intensive medical care.
- In 2012 there were 3,277 deaths from Alzheimer’s, which is 6.4% of the total death rate in WA State. WA has the third highest rate for Alzheimer’s death in the US.
- Falls are the leading cause of injury deaths among older people.
- Between 2010 and 2013, the death rate from reported falls rose by 6.4% for person sixty and over in WA State.

Washington Demographic Basics

- Between 2016 and 2019, the number of individuals aged 65 and older will increase by 13%.
- Those aged eighty-five and older will increase by 4%.

As compared to 2010,

- By 2020, the total population of those aged sixty-five and over will increase by 52%.
- By 2030, the increase will be 103% and by 2040, it will be 126%.
- The prevalence of chronic disabilities in Yakima, as compared to our state’s elderly population, is at 56% from 2011 to 2013.
- Increasing obesity and diabetes rates will threaten these gains in overall health.

Impact of the Baby Boomers

- Boomers are the ‘instant gratification’ generation.
- They believe in living well earlier in life in preparation for a healthier old age.
- They expect to out-perform and out-live their parents.
- They will have a lengthier aging period and a more costly medical environment when they need assistance.

Strategies to identify, engage and serve target populations

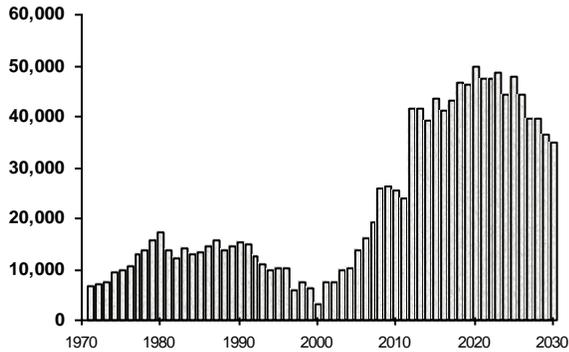
Demographics are kept by program to help determine if target measures are being met. These measures are reviewed quarterly, and if the services are not meeting target indicators, each contractor and in-house program is asked to develop a corrective action plan to meet target indicators.

Depending upon the county and its demographic makeup, different marketing and outreach strategies are employed to better meet the needs of that community. Strategies include but not limited to the following:

- Advertise in markets that market to special populations.
- Staff reflect the demographics of the community.
- Present to organizations that reach special populations.
- Recruit staff and advisory council

members that have expertise and experience working with special populations.

Washington State
 Annual Change in Population for
 Ages 65 and over



Washington State
 Annual Changes in Population for
 Ages 85 and over

