



# NATIONAL ASIAN PACIFIC CENTER ON AGING

## **Hard-To-Reach Beneficiary Project: Asian Americans and Pacific Islanders**

August 4, 2016  
SHIP/SMP Conference  
Milwaukee, Wisconsin

*Ashley Muraoka-Mamaclay, MURP*  
**Director of Outreach and Education**



NATIONAL ASIAN PACIFIC  
CENTER ON AGING

# **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](http://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



# **SMP/SHIP Technical Assistance Project: Overview**

- Provide technical assistance and training to SHIP and SMP grantees for limited English proficient AAPI Medicare beneficiaries.
- Development of in-language Outreach and Education materials.
- Development of an AAPI Toolkit to provide SHIP/SMP grantees with best practices and strategies for working with our AAPI population



# Quick 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

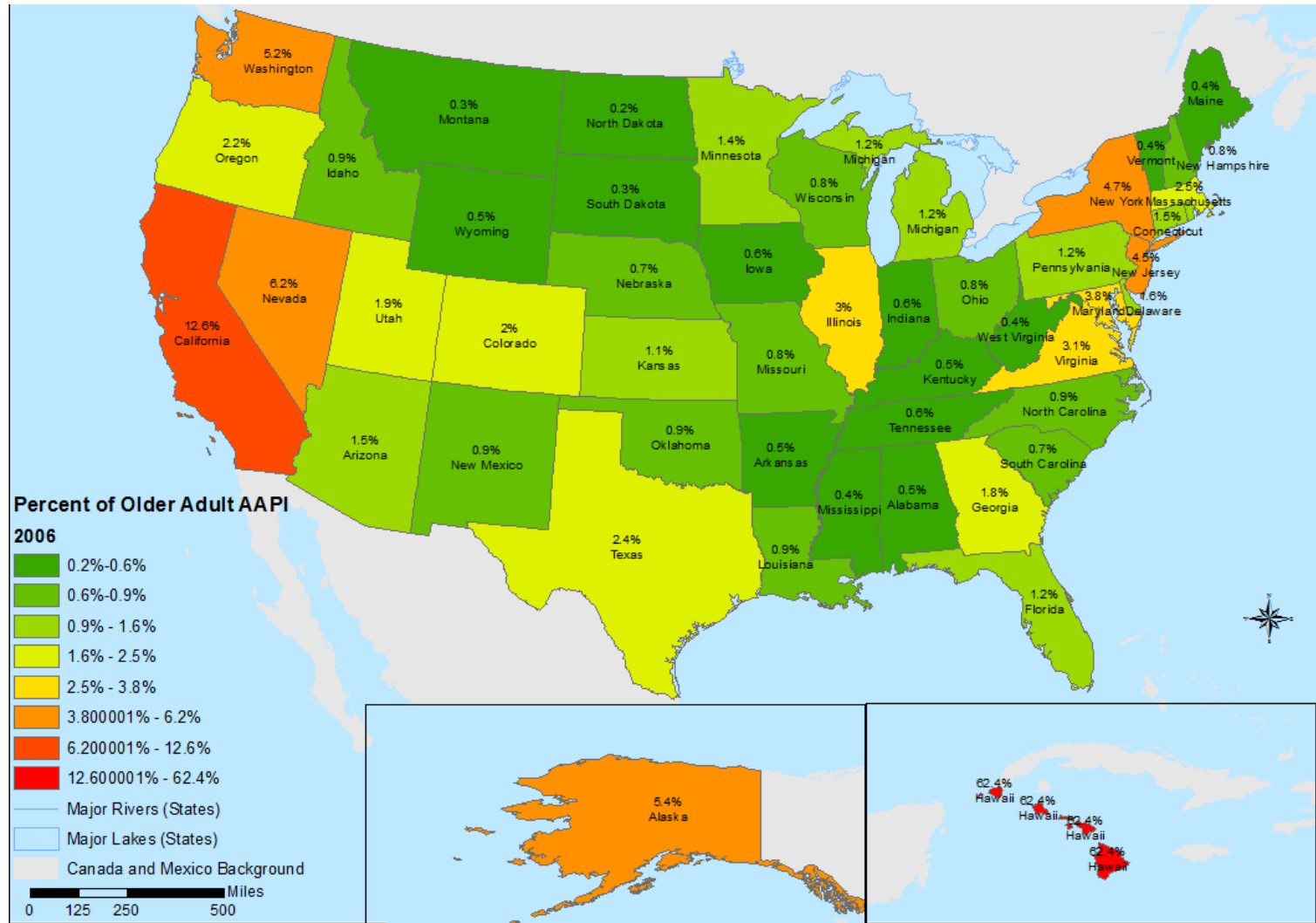


## Growth of 60+ AAPI

- 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%**



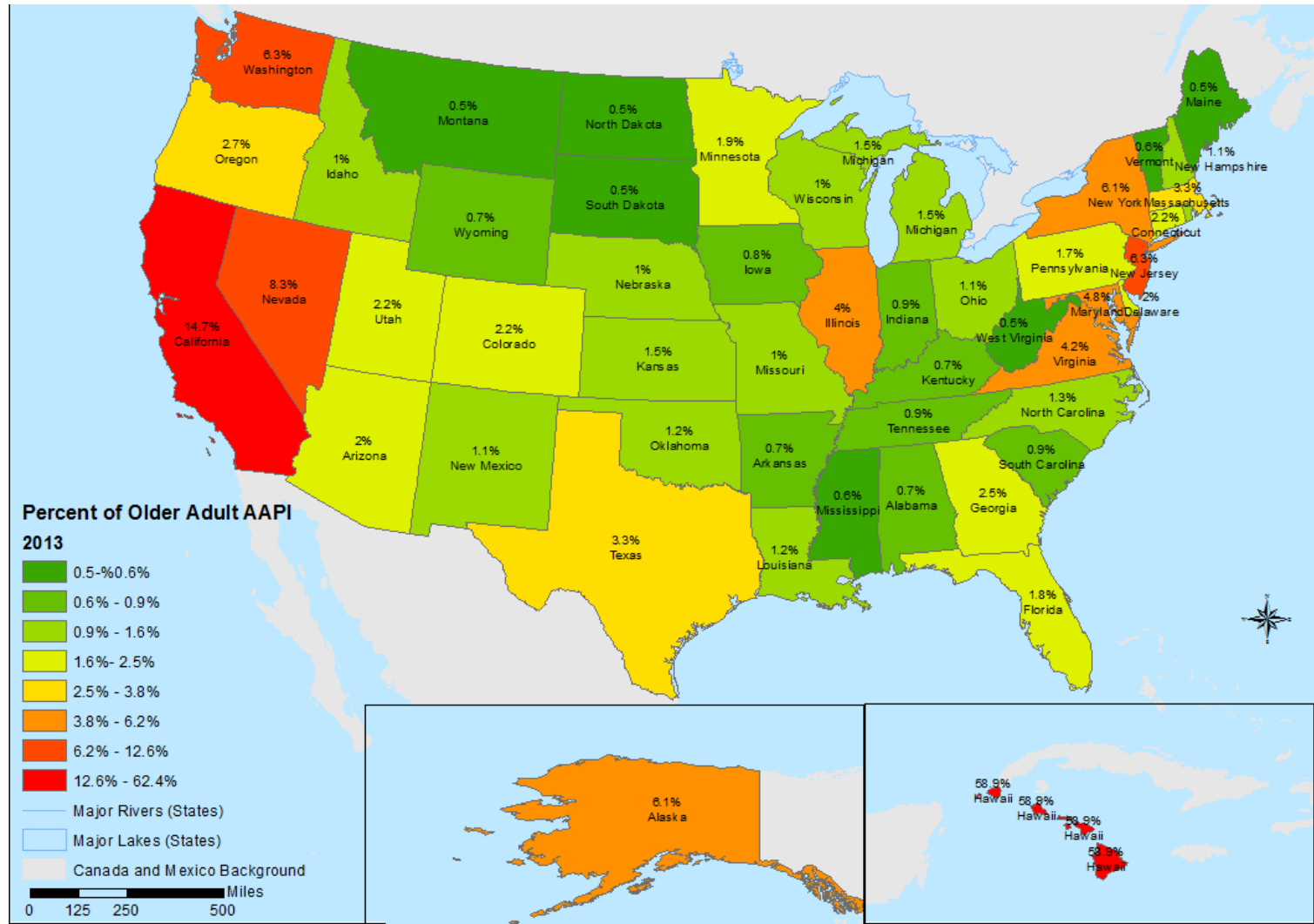
# AAPI Population Density of 60+ (2006)







# AAPI Population Density of 60+ (2013)



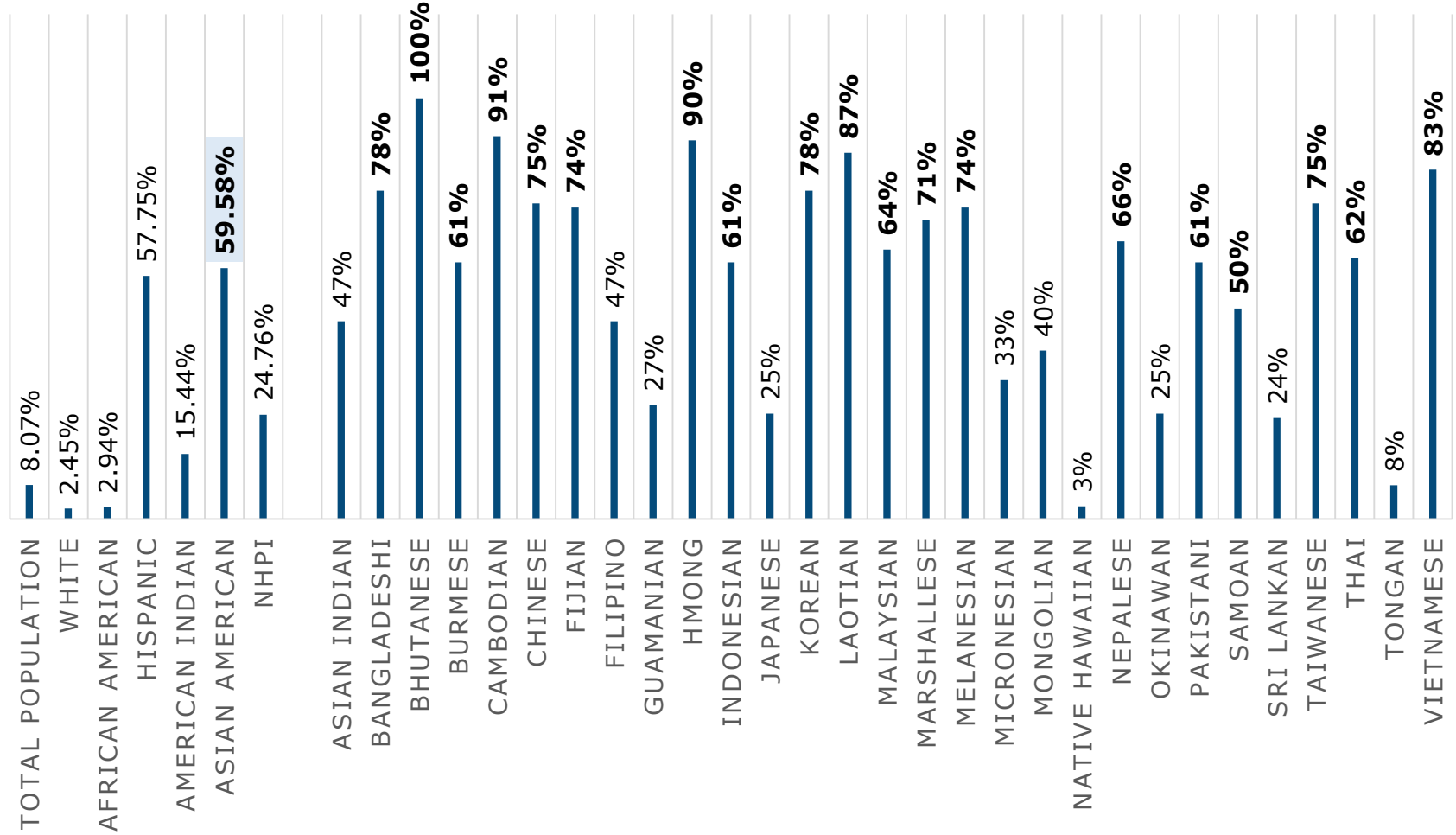


## **Limited English Proficient AAPI**

- 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.
- A person's self-assessed ability to speak English less than "Very Well".

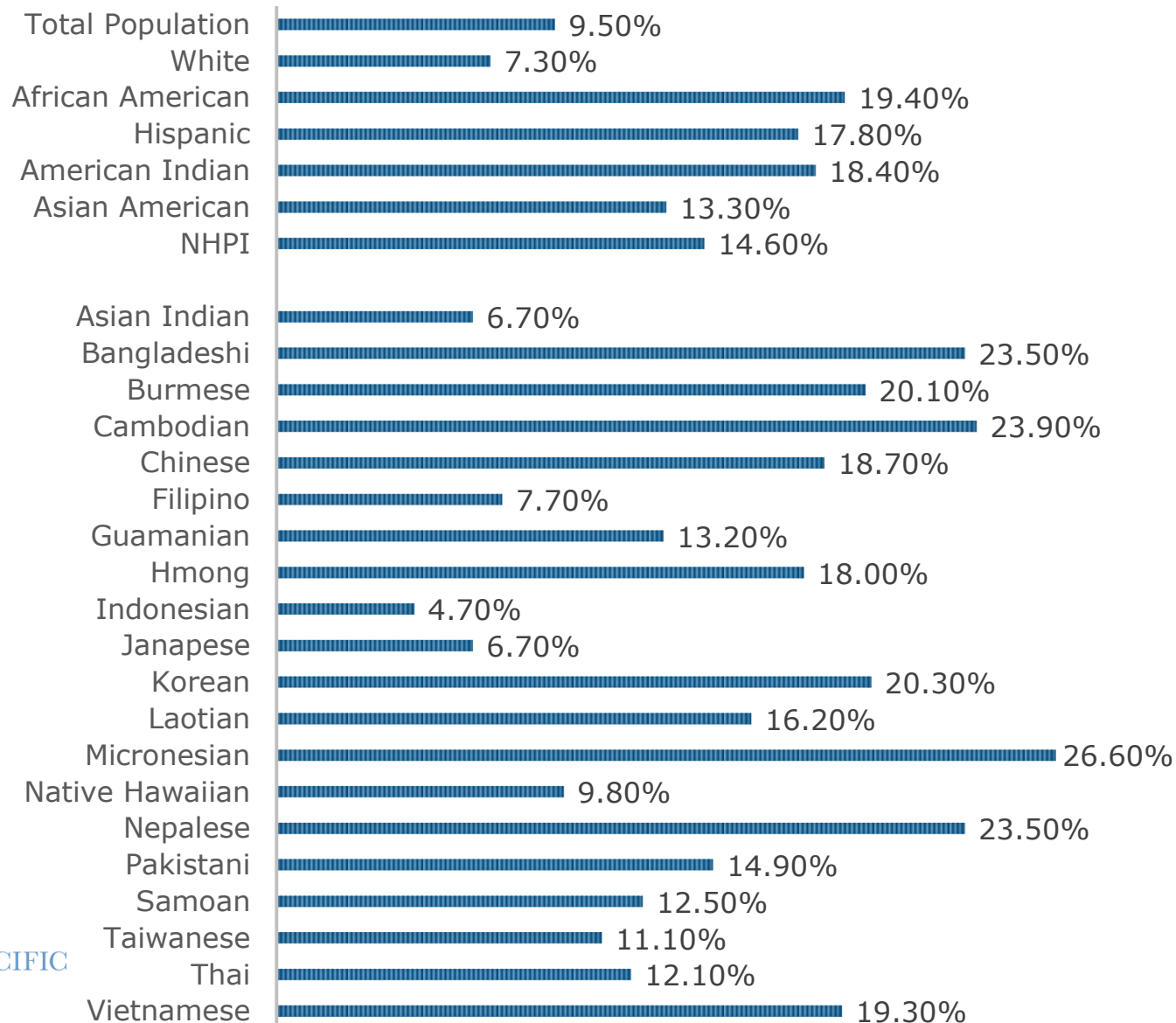


# Limited English Proficiency (LEP) of Older Adults (65+)



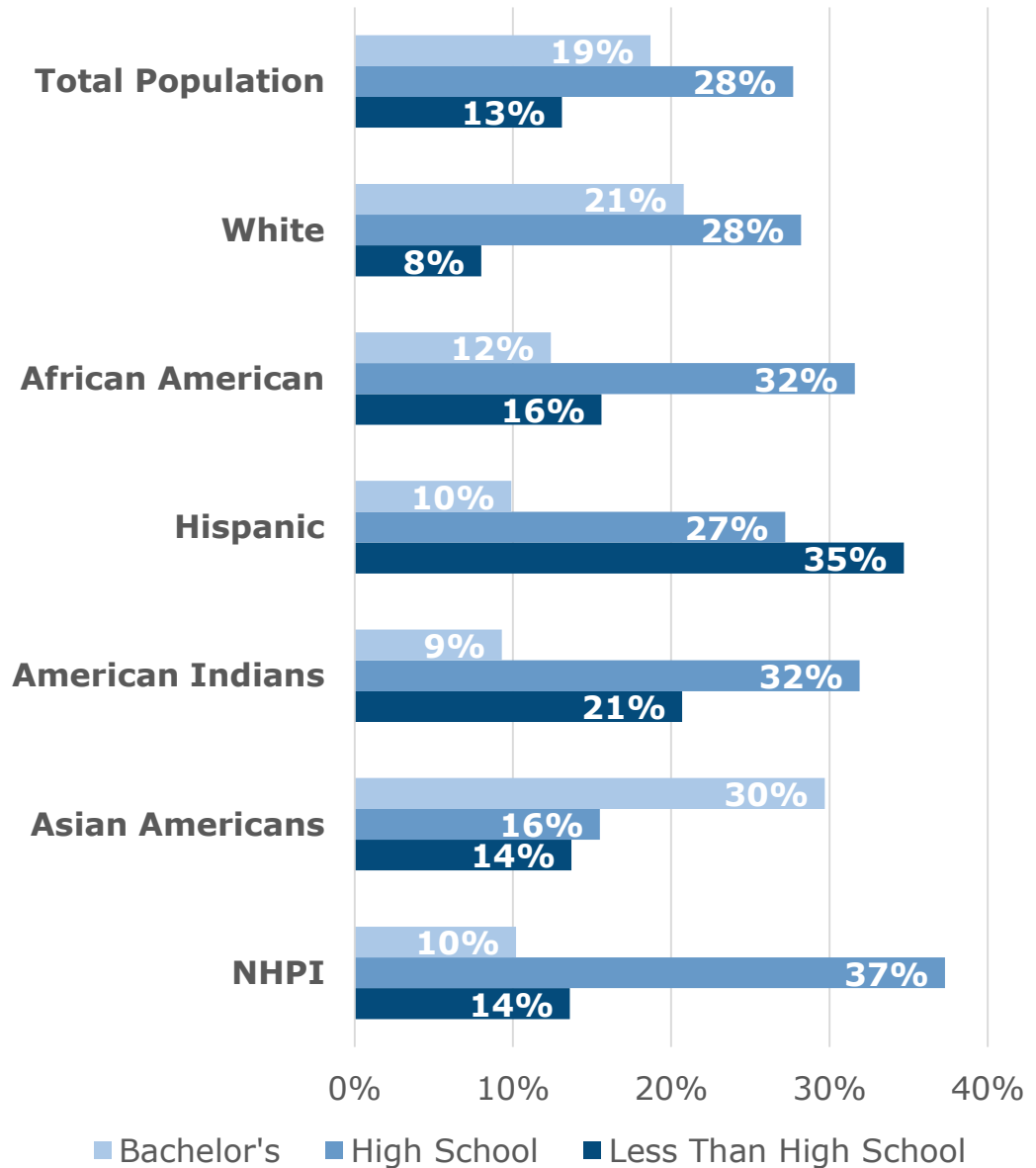
## Poverty Rates for Older Adults (65+)

- Overall AAPI show lower levels of poverty, but when the data is disaggregated, there are certain AAPI ethnicities who are greatly above the national average.
- Income level charts show very similar data.



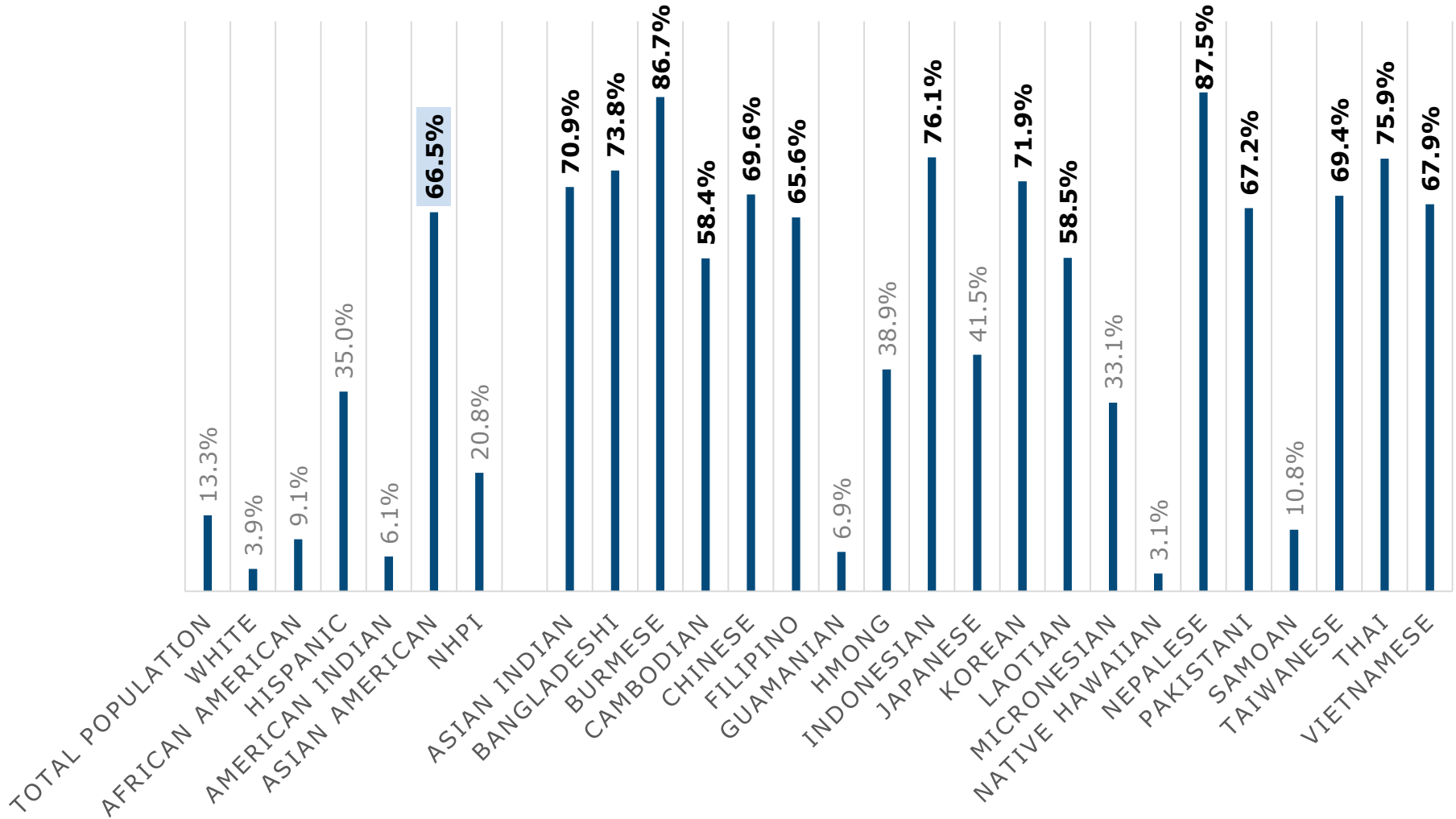
# Educational Attainment

- Disaggregated data shows....
  - Lowest Bachelor's Degree Attainment
    - Micronesian (9.6%)
    - Native Hawaiian (10.1%)
    - Samoan (11.10%)
    - Hmong (11.6%)
  - Highest Rate of "Less than High School"
    - Burmese (52.2%)
    - Nepalese and Cambodian (31%)
    - Hmong and Laotian (28%)





# Immigration – Foreign Born Percentages





# 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





NATIONAL ASIAN PACIFIC  
CENTER ON AGING

# What We've Done

So far...



# National Survey of SMP and SHIP Grantees – Key Highlights

- Responses from 39 states and U.S. territories.
- The most prevalent AAPI sub-populations were, Chinese, Vietnamese, and Korean.
  - Filipino and Japanese followed closely behind.
- The respondents were most confident with providing culturally competent and linguistically appropriate services.
- The respondents were least confident with recruiting AAPI bilingual/bi-cultural volunteers and expanding outreach services to AAPI populations.



# Cultural Competency Webinar Series

- Conducted a three-part webinar series between June and August.
  - “Defining and Identifying AAPI Populations”
  - “Understanding AAPI Older Adult’s Unique Needs and Vulnerabilities”
  - “Equipping Grantees with Ideas and Strategies about How to Better Reach and Engage these Populations”



NATIONAL ASIAN PACIFIC  
CENTER ON AGING

# What We're Working on

Right now...



# In-Language Outreach and Education Materials

- Three outreach/education materials in 10 different AAPI languages.
  - “Help Stop Fraud”
  - “Protect Yourself from Medicare Fraud”
  - “Medicare Summary Notice”
    - Cambodian, Chinese, Hmong, Ilocano, Korean, Laotian, Samoan, Tagalog, Tongan, and Vietnamese.



# Nationwide Focus Groups

- Partnering with the Pacific Gateway Center and Southeast Asian Resource Action Center.
- Conducting focus groups in the same 10 languages.
  1. Quality control for translated materials
  2. Recruitment and retention strategies
  3. Other strategies for engaging AAPI
    - Identifying and reporting fraud
    - Medicare benefits



## What's to Come!

- **AAPI Toolkit** for SMP and SHIP Grantees
  - Comprehensive publication that will document best practices and strategies on how to better reach and engage LEP AAPI older adults.
- The **National Resource Center** on AAPI Aging
  - It will incorporate **AAPI specific** resources on four issue areas:
    - Long Term Services and Supports
    - Elder Justice
    - Caregiving
    - Alzheimer's Disease and Related Dementias



## How NAPCA can help!

- Provide your program with **technical assistance** on how to better serve the AAPI in your service area.
- **Assist** in the development of your State/Service Area AAPI data profiles.
- A number of **Resources** on our website [www.napca.org](http://www.napca.org).
  - Something missing, just contact us and we can work on finding that information for **YOU!**





NATIONAL ASIAN PACIFIC  
CENTER ON AGING

ありがとう

*Fa'afetai*

Mahalo

**THANK YOU!**

谢谢你

**Mālō**

감사합니다



NATIONAL ASIAN PACIFIC  
CENTER ON AGING

## Contact Information

**Ashley Muraoka-Mamaclay, MURP**

Director of Outreach and Education

[ashley@napca.org](mailto:ashley@napca.org)

*Please feel free to contact me if you have  
questions!*