



Parks and Aging: A Powerful Combination

2018 OPRA Conference and Trade Show

Hello and Welcome!



Learning Outcomes

01

▶ Understand the importance of engaging older adults for parks and recreation programs.

02

▶ Understand how to market to older adults so they will respond to the need.

03

▶ Understand how to program for and to older adults.

04

▶ Understand how to use older adults and older adult service providers to meet the needs of both them and the parks systems.



Who is VANTAGE Aging?



*We don't stop playing
because we grow old; we
grow old because we
stop playing.*

-George Bernard Shaw





How do
you
manage
your
marketing?

Why should you engage older adults?

- Fastest growing population in most areas
- Physically Active, Youthful in Mindset
- Community Minded

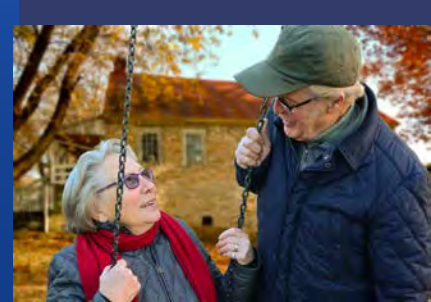
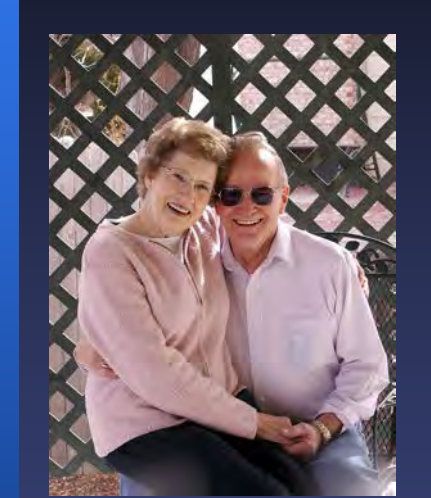


Demographic Characteristics of Older Adults



It is difficult to segment the age cohort

- Every age cohort, 50-60, 60-70, 70-80 years has lived through a particular time in history and possess unique characteristics, needs, and interests
- Segmenting by age can be dangerous to the growth of your user base
- AARP provides quite a bit of research on the health and fitness perspectives of seniors.



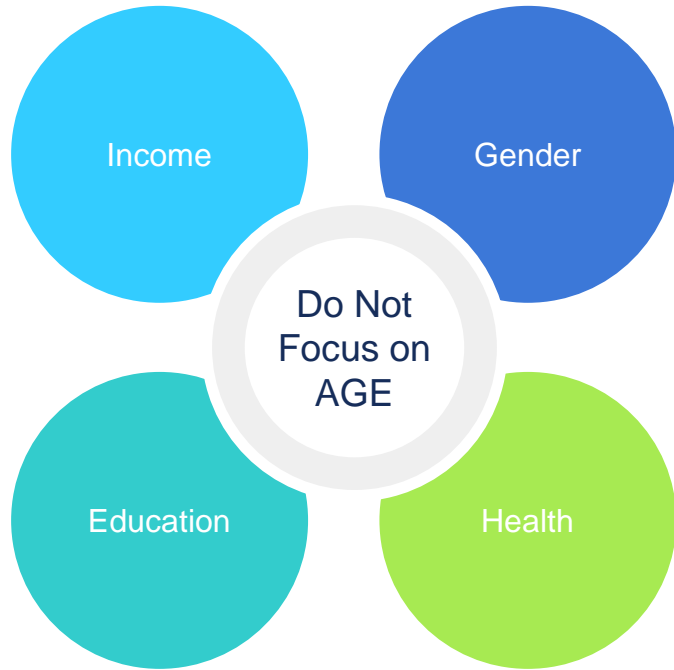
Seniors can be broken into four fitness groups:

1. The Do-Nothings
2. The Planners
3. The Tryers
4. The Exercisers

- 
1. The Self-Reliants
 2. Today's Traditionalists
 3. The Anxious
 4. The Enthusiasts
 5. The Strugglers

Boomers can be categorized into five groups by overall view of recreation

Focus marketing on assorted demographic characteristics and not just age.



Marketing Recommendations for Parks and Recreation

Emphasis

Doing-Touching-Seeing should be emphasized-not just seeing.

Holistic

Older adults' perceptions are holistic-they are interested in the whole person and not just a facet of a program or service.

Real Stories

Actual statements of experiences and results as well as feelings experienced with a park or program

Set Goals

Strive to increase your reach and participation in programs by older adults. Track results!

Images

Use photographs of people using your parks and recreational programs

Messaging

Show the end result in your messages and emphasize what you do---not what you think they NEED.



Ways to Market

Get a Partner

Partnerships with local hospitals and health insurance companies to promote health benefits of Parks and Recreation.

Pricing

Get creative with your pricing to entice different user groups.

Get Visible

Get out from behind the computer and let people see you active where they are.



Discussion Questions:

- When looking at programming for older adults, what is the number one thing you need to offer?
- How do you provide VARIETY when you have limited resources and skill sets?



What is the key to good programming?



- *Older Adults*
- *Families*
- *Communities*
- *Ourselves*

Diversity of Older Adults in Ohio

- www.ohio-population.org
- www.ohioaging.org
- www.communitysolutions.com
- www.census.gov
- Local health departments
- Livabilityindex.aarp.org

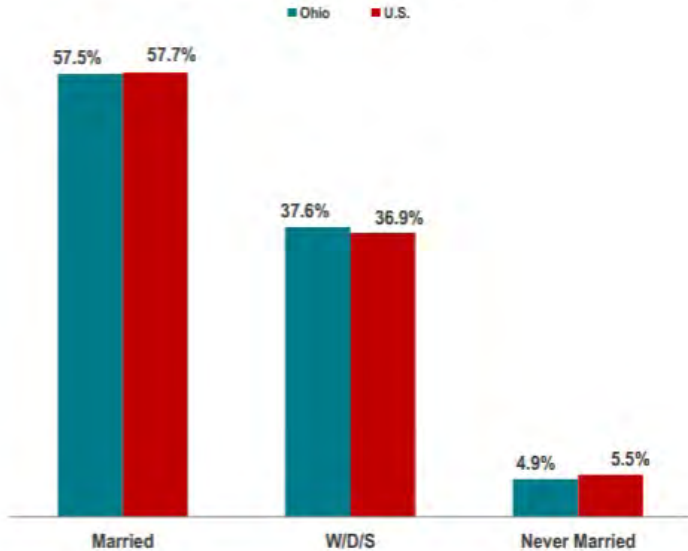
The Power of Age Friendly Cities

AARP Livability Score

- Total Index Score: 65 (out of 100)
- Housing: 65
- Neighborhood: 52
- Transportation: 64
- Environment: 64
- Health: 47
- Engagement: 56
- Opportunity: 46

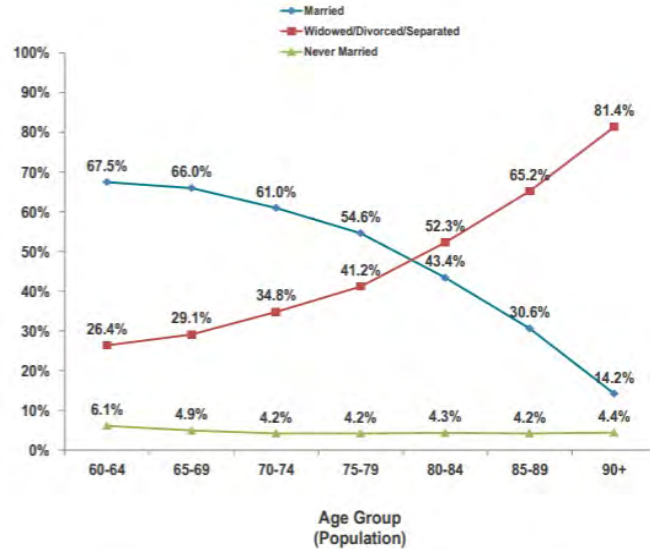
Marital Status and Programming

Distribution of 60+ Population by Marital Status
Ohio and U.S., 2010
W/D/S = Widowed/Divorced/Separated



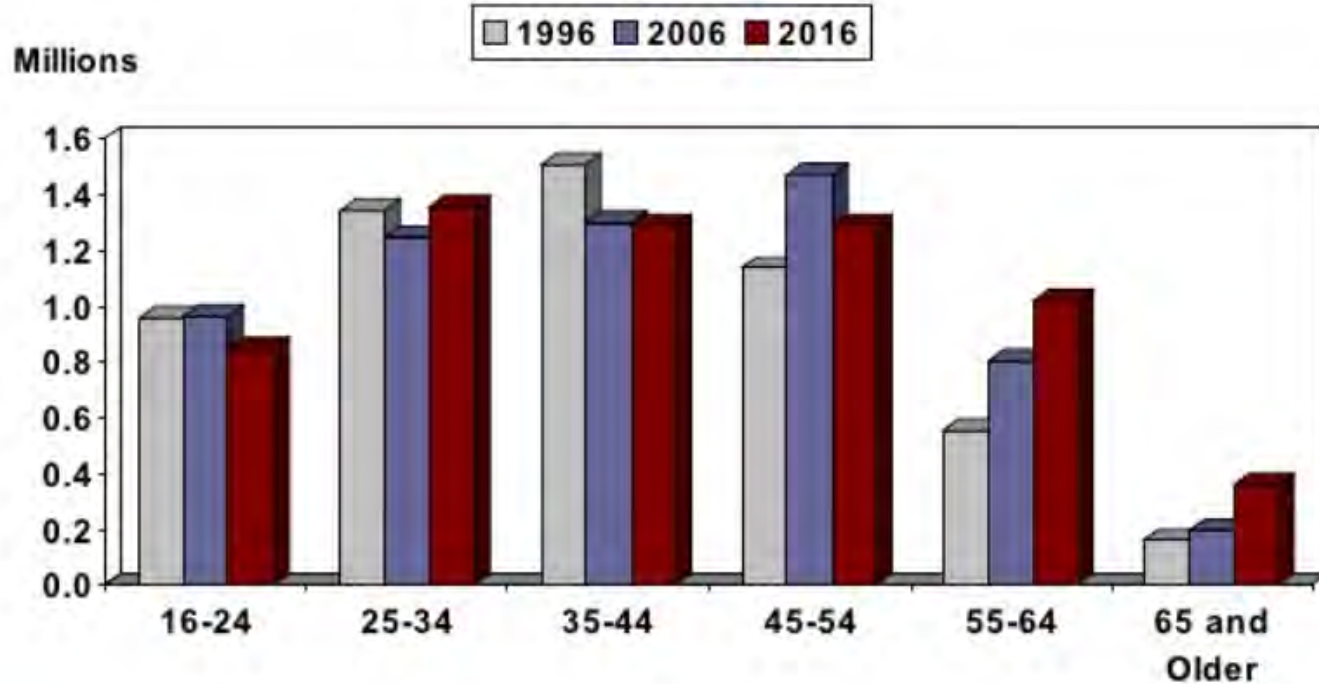
Source: Miami University Scripps Gerontology Center

Distribution of 60+ Population by Marital Status and Age Group, 2010

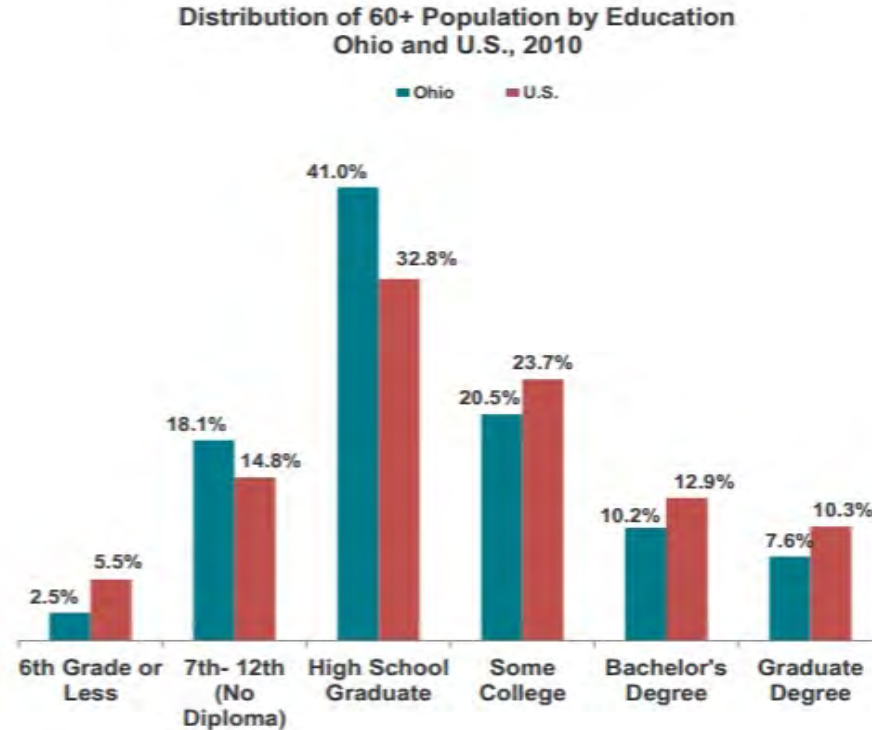


Sources: U.S. Census Bureau, 2000: Public Use Microdata Sample: 5-Percent United States Department of Commerce. Bureau of the Census. American Community Survey (ACS): Public Use Microdata Sample (PUMS), 2006-2010

Retirement and Programming

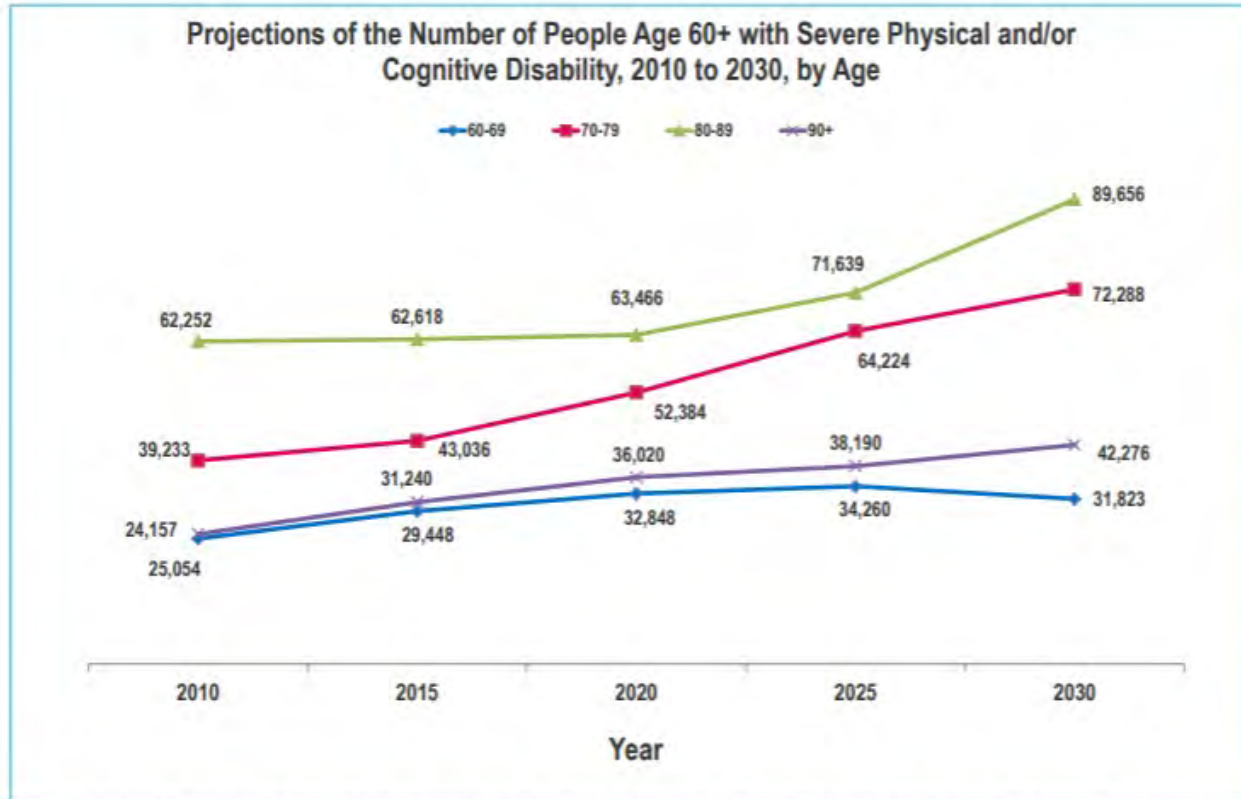


Education and Programming



Source: Miami University Scripps Gerontology Center

Health Outlook and Programming



Source: Scripps Gerontology Center. (2013). *Projections of Ohio's Population with a Disability 2010-2030*. Oxford, OH: Scripps Gerontology Center, Miami University.

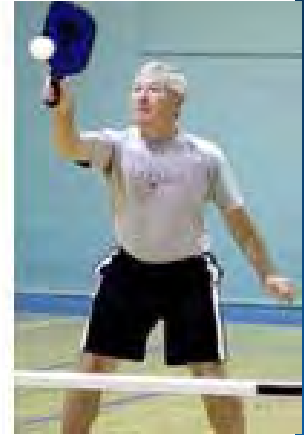
Group Discussion:

- Why is understanding the demographics of older adults in your community important?
- Who are partners who can help you with programming in each of the following areas?
 - Combat social isolation
 - Older adults looking for employment/volunteer opportunities
 - Physical fitness and adaptive recreation
 - Cultural opportunities

Programming Models

Why recreate the wheel?





Denver Parks & Recreation:
denvergov.org/recreation



Chaska Community Center:

www.chaskacommunitycenter.com/activitiesactive-older-adults-aoa

Dallas Park & Recreation



DALLAS SENIOR GAMES 2018

March 15-24, 2018

Events Include:

- 1k Fun Walk
- 5k Run
- Archery
- Basketball
- Bowling
- Cycling
- Golf
- Pickleball
- Swimming
- Table Tennis
- Tennis
- Track & Field



Registration Information:
1/22/18 - 2/23/18

To receive a registration packet or for more information, Contact:
Senior Program Division
214-671-1602 | pkrseniorprograms@dallascityhall.com
3012 S. Hampton Rd., Dallas TX 75224
Website: www.dallasparks.org

Dallas Park & Recreation:
www.dallasparks.org/451/Senior-Programs



Thanks!

Any questions?

You can find us at

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- dmoeglin@vantageaging.org
- And our new website will be up soon!
- www.vantageaging.org