How to Successfully Serve a Diverse Population

Aging Services
What is Diversity?

• The ways we are different
• The condition of having unique characteristics
• Anything that sets one individual apart from another
• It’s more than race or ethnicity
• Diversity is multi-dimensional

Substance Abuse and Mental Health Services Administration (SAHMSA), Preparing a Program to Treat Diverse Clients, 2006
What Diversity is Not?

• Diversity is not about compliance
• Diversity is not about tolerance or sensitivity
• It’s not about special treatment for certain groups of people
• It’s not about making things better only for specific groups of people
• It’s not about charity

HumanServicesEdu.org, Understanding Cultural Competency, 2018
What is Cultural Competence?

• Cultural competence is at the heart of managing diversity
• The capacity for people to increase their knowledge and understanding of cultural differences
• The ability to acknowledge cultural assumptions and biases
• The willingness to make changes in thought and behavior to address those biases

U.S. Administration on Aging, A Toolkit For Serving Diverse Communities, 2010
Why is Diversity Important?

- Our Country is becoming more diverse in all aspects
- 1 of 5 older Americans are members of a racial or ethnic minority
- By 2050, Latinos are projected to make up 20% of those 65 and older
- By 2030 the number of LGBT elders will double to over four million
- In the next 30 years, the number of people 65 and older will double to 80 million

*The New Jewish Home, Addressing Diversity: The Changing Face of Aging, 2108*
Why is Diversity Important?
Benefits of Diversity

Key benefits of workplace diversity

“A diverse organization will out-think and out-perform a homogeneous organization every single time.”

A. G. Lafley, CEO
Procter & Gamble

- 85% of large global enterprises believe diversity is crucial to fostering innovation in the workplace.

- 79% of companies believe that diversity initiatives have had a positive effect on company culture.

- 83% of executives agree that a diverse workforce improves their company's ability to capture and retain a diverse client base.

15x The increase in sales revenue of companies with high rate of racial diversity.
Where Should You Start?

• Be relevant
  • Know what your customer values
  • Must fulfill a need

• Build your infrastructure
  • Equip your organization for diversity
  • If you build it, they will come

• Do your homework
  • Learn about your diverse populations
  • Women over 50 care about security, convenience and the environment

*iAdvance Senior Care, 10 Ways to Serve a Diverse Population, 2016*
Where Should You Start?

• Adapt to differences
  • May have to tweak the message

• Use Consumer Insights
  • Selling to men and selling to women require different strategies
  • What do your customers like and dislike?

• Customize Services
  • What do your customers want, when and how?

• Hire Diversity
  • Hire bilingual or multi-lingual employees
  • Hire older and younger employees

*Advance Senior Care, 10 Ways to Serve a Diverse Population, 2016*
## Agency & Staff Responsibility

<table>
<thead>
<tr>
<th>Organizational Management</th>
<th>Individual Staff Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Diversity</td>
<td>Value Diversity</td>
</tr>
<tr>
<td>Policies</td>
<td>Behaviors</td>
</tr>
<tr>
<td>Structure</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Practices</td>
<td>Practices</td>
</tr>
</tbody>
</table>

- **Organizational Management**
  - Value Diversity
  - Policies
  - Structure
  - Practices

- **Individual Staff Members**
  - Value Diversity
  - Behaviors
  - Attitudes
  - Practices
Aging Services’ Customers

**GENDER**
- Female: 71%
- Male: 29%

**RACE**
- White: 35%
- African American: 18%
- Hispanic: 12%
- Pacific Islander: 10%
- Asian: 2%
- Multi-Racial: 2%
- Native American: 2%
- Other: 2%
- Unknown: .8%

---

HCFLGov.NET
Aging Services’ Customers

“Hot August Nights” Dance
Aging Services’ Staff

GENDER
- Male: 13%
- Female: 87%

RACE
- African American: 48%
- Hispanic: 25%
- Asian: 3%
- White: 24%
Aging Services’ Staff

Nutrition and Wellness Management Team
Aging Services Cultural Events

Black Heritage Celebration 2018

Celebrating The Islands at Senior Prom 2018
Aging Services Cultural Events

2018 Senior Prom, Asian Theme

Hispanic Heritage Quinceañera
Aging Services’ Staff

**Gender**
- Female: 87%
- Male: 13%

**Race**
- African American: 48%
- Hispanic: 25%
- White: 24%
- Asian: 3%

[Charts depicting gender and race distribution]
Conclusion

• Our Country will continue to become more diverse
• Respect, inclusion, and sensitivity are the hallmarks of quality services
• Serving diverse populations is not a “one size fits all” process
• Improvements in cultural competence may contribute to improved client retention
• The ability to attract and serve diverse populations is a financial issue