



# Aging Mastery Program®

*A community health initiative  
for baby boomers and older adults*

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May 20, 2016

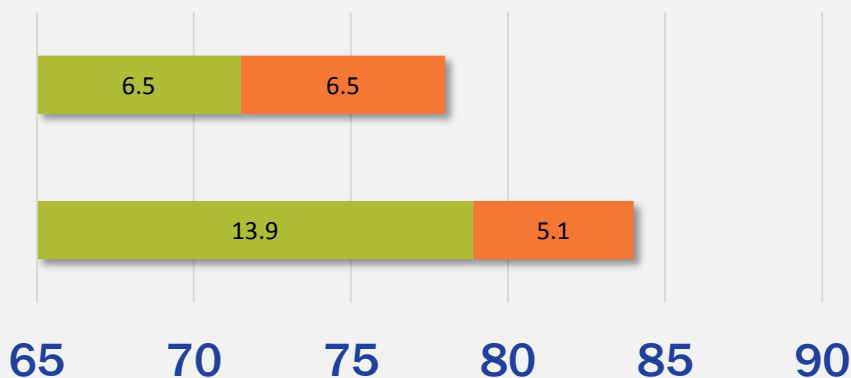
# The Opportunity — We are Living Longer

## The Need: Health Care Costs are Rising



1950

2015



Green bar =  
Average years  
of good health  
at age 65

Orange bar =  
Average life  
expectancy at  
age 65



1950

2015



# The Challenge — Can we Impact Health Costs While Also Making the Most of Our Bonus Years?

## How older adults (65 – 74) spend their time.



- Most older adults and their families are not adequately prepared for the complex health and financial challenges ahead.
- 92% of older adults have at least one chronic condition and 75% have two or more. Chronic conditions account for 95% of Medicare spending. Behavior change is key to improving health and reducing costs.
- Older adults have unprecedented amounts of free time each day that could be used to improve their own lives and be more engaged in their communities.

# The Solution — Aging Mastery®

## Changing the Way That Americans Live

Millions of people will embrace their gift of longer lives and spend more time each day doing things that are good for themselves and for others.



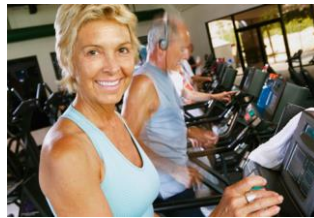
- The **Aging Mastery Program® (AMP)** is a comprehensive and fun approach to living that combines education with goal-setting, daily practices, and peer support to help participants make meaningful and enduring changes in the areas of health, finances, life enrichment, and advanced planning.

**AMP is fun, engaging and life-changing!**

# AMP is designed to give baby boomers and older adults what they want and need

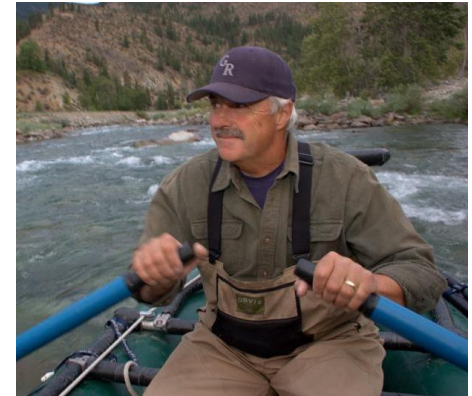
## Primary Wants:

- Have more fun
- Be healthy
- Be financially secure
- Have meaning and purpose



## Primary Needs:

- Guidance and help to navigate longer lives!



# Aging Mastery Program® – Core Constructs

- Science and art of aging well
- Science and art of behavior change
- Girl Scouts/Boy Scouts
- S&H Green Stamps

*The AMP class offering was actually profound for me. I am 70 years old and if I'm 'lucky' I may have 10 more 'good' years—if I'm lucky. The classes offered ways to make the years happier, healthier, and more worry free.*

*– Fort Collins CO, AMP Participant*



# How does AMP motivate people to take actions?



Daniel Pink



# What is AMP?



**Community Classes**



**Alumni Clubs and  
Ongoing Activities**



**Apps, Social Media,  
and Document Storage**

## Core Classes

- Navigating Longer Lives
- Exercise and You
- Sleep
- Healthy Eating and Hydration
- Medication Management
- Financial Fitness
- Advance Planning
- Healthy Relationships
- Falls Prevention
- Community Engagement



# Arizona's First Aging Mastery Program (AMP)



# Program Status and Timetable for Scaling AMP

- Successful Alpha phase, powerful results.
- Rapid-cycle innovation and learning in Beta Phase
- Quasi-experimental evaluation study in NY state
- \$3M in commitments from foundations
- New venues including religious organizations, senior housing, and community colleges.
- Emerging partnerships with health care

## Alpha (2013-14)

- 5 site pilot
- 40 site expansion
- 1200 participants

## Beta (2015-17)

- 140+ sites (2016)
- 250+ sites (2017)
- 7,000+ participants

## Scale (2017-2025)

- 1500+ sites
- Network effect
- 500,000+ participants

# AMP is Fun and Educational

Fall 2015 - 13 senior centers - responses from 233 of 278 participants

How much fun was AMP?	A lot of fun	Somewhat fun
	86%	13%
How would you rate the quality of the program?	Excellent	Good
	77%	22%
Did you get the kind of education that you wanted?	Yes, definitely	Yes, I think so
	64%	35%
Would you recommend AMP to a friend?	82%	16%

# Impact — AMP Improves People's Lives

Fall 2015 - 13 senior centers - responses from 233 of 278 participants

Has AMP helped you to:	Yes, a great deal	Yes
Deal more effectively with your <u>health</u> ?	45%	52%
Deal more effectively with your <u>personal finances</u> ?	29%	55%
Improve the <u>quality of your life in other ways</u> ?	51%	47%
People who know me would say this program has made a positive change in me.	Yes, definitely 26%	Yes 61%

# Impact — Promising Behavioral Results from Alpha Phase

## Initial pilot tests\* showed statistically significant improvement in:

- Advanced care planning (54% took action)
- Healthy eating habits (53% took action)
- Self-reported medication adherence (53% took action)
- Improved communication with health care provider (42% took action)
- Participation in evidence-based programs (57%)
- 92% graduation rates (attended 6 of 8 classes)

\*500 people in 14 senior centers , Analysis by Columbia Aging Center

# New York: Strengthening the Evidence Base

## ■ Goals of the Project:

- Expanding access to AMP across New York.
- Strengthen the research base for AMP to meet the criteria for an evidence-based intervention as defined by Older Americans Act Title IIID standards.

## ■ Research Design:

- Quasi-experimental evaluation; study conducted by Q-TAC/SUNY Albany
- Eight upstate and six downstate sites, enrolling 280-350 participants in the study. First intervention groups begin 4/1; Delayed intervention groups begin 6/15.
- Results expected by Fall 2016, publication by early 2017

## ■ Funders:

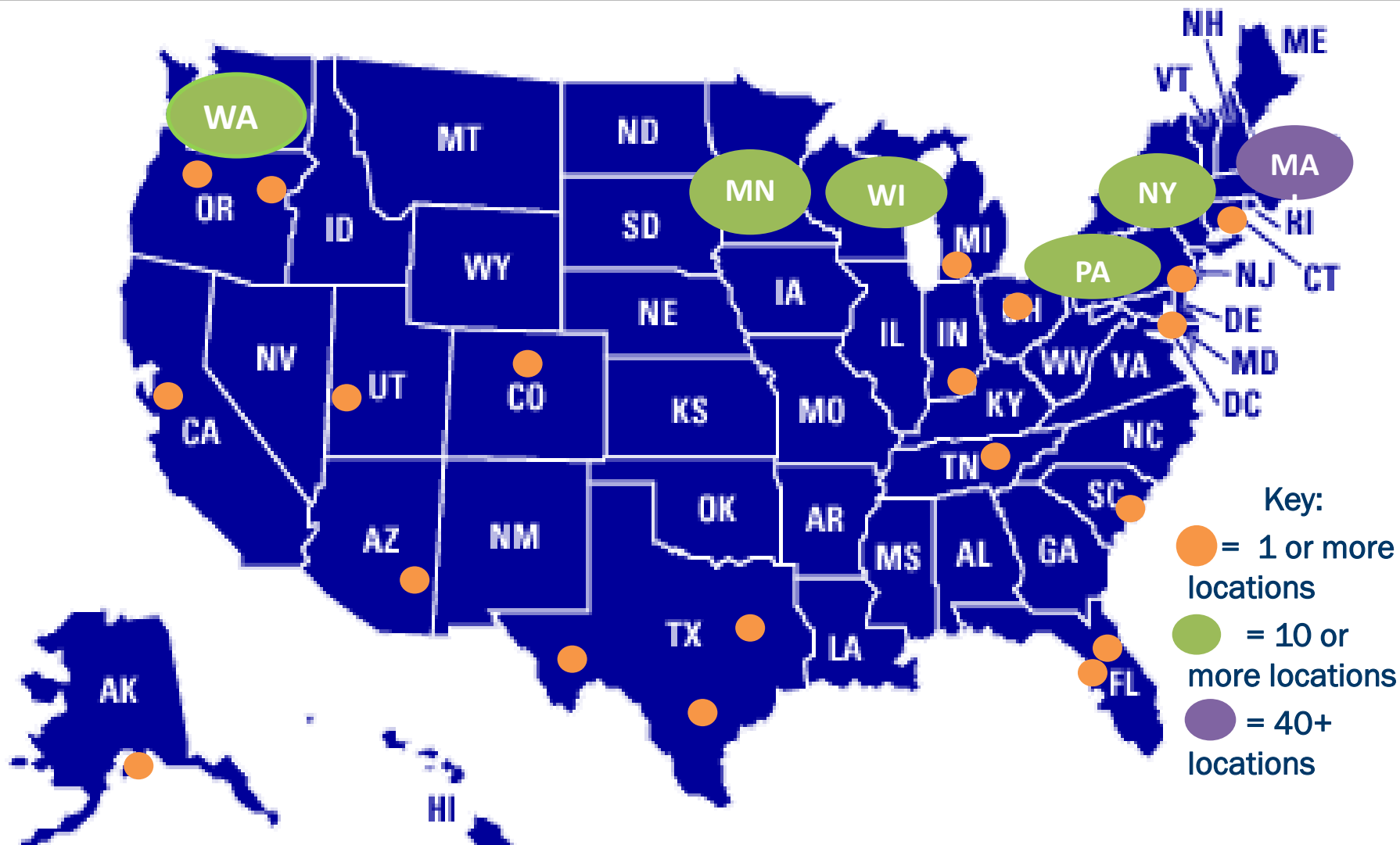
- NY State Health Foundation, NY Community Trust, NY State Office on Aging, Burden Foundation, Silverman Charitable Group



# Measures used in NYS Quasi-Experiment

- Demographics: Age, gender, marital status, # of chronic conditions, types of chronic conditions, disability (American Community Survey questions)
- Measurement instruments:
  - General Perceived Health Question
  - General Perceived Quality of Life Question
  - Patient Activation Scale
  - Nutrition Knowledge Questionnaire
  - Generalized Self-Efficacy Scale
  - Advanced Planning Questionnaire
  - Medication Adherence Rating Scale
  - Timed Up and Go
  - International Physical Activity Questionnaire

# AMP is in 140 communities as of Spring 2016



Key:  
● = 1 or more locations  
● = 10 or more locations  
● = 40+ locations



# AMP Philanthropy Network is fueling program growth across the nation

## Place-based Private Foundations

- Battle Creek Community Foundation (MI)
- Cleveland Foundation (OH)
- Florence V. Burden Foundation (NY)
- Margaret A. Cargill Foundation (WA, WI, MN)
- May and Stanley Smith Charitable Trust (six western states)
- New York Community Trust (NYC)
- New York State Health Foundation (NY)
- Plough Foundation (TN)
- Silverman Charitable Trust (NYC)
- Tufts Health Plan Foundation (MA)
- WellMed Charitable Foundation (TX)

## National Foundations, State Agencies, and Individuals

### National Foundations

- Foundation for Financial Planning
- MetLife Foundation
- Patterson Foundation
- Verizon Foundation (National)
- Wells Fargo Housing Foundation

### State Government Agencies

- Mass. Dept. on Aging
- NYS Office on Aging
- Pennsylvania Dept. on Aging

### Individuals

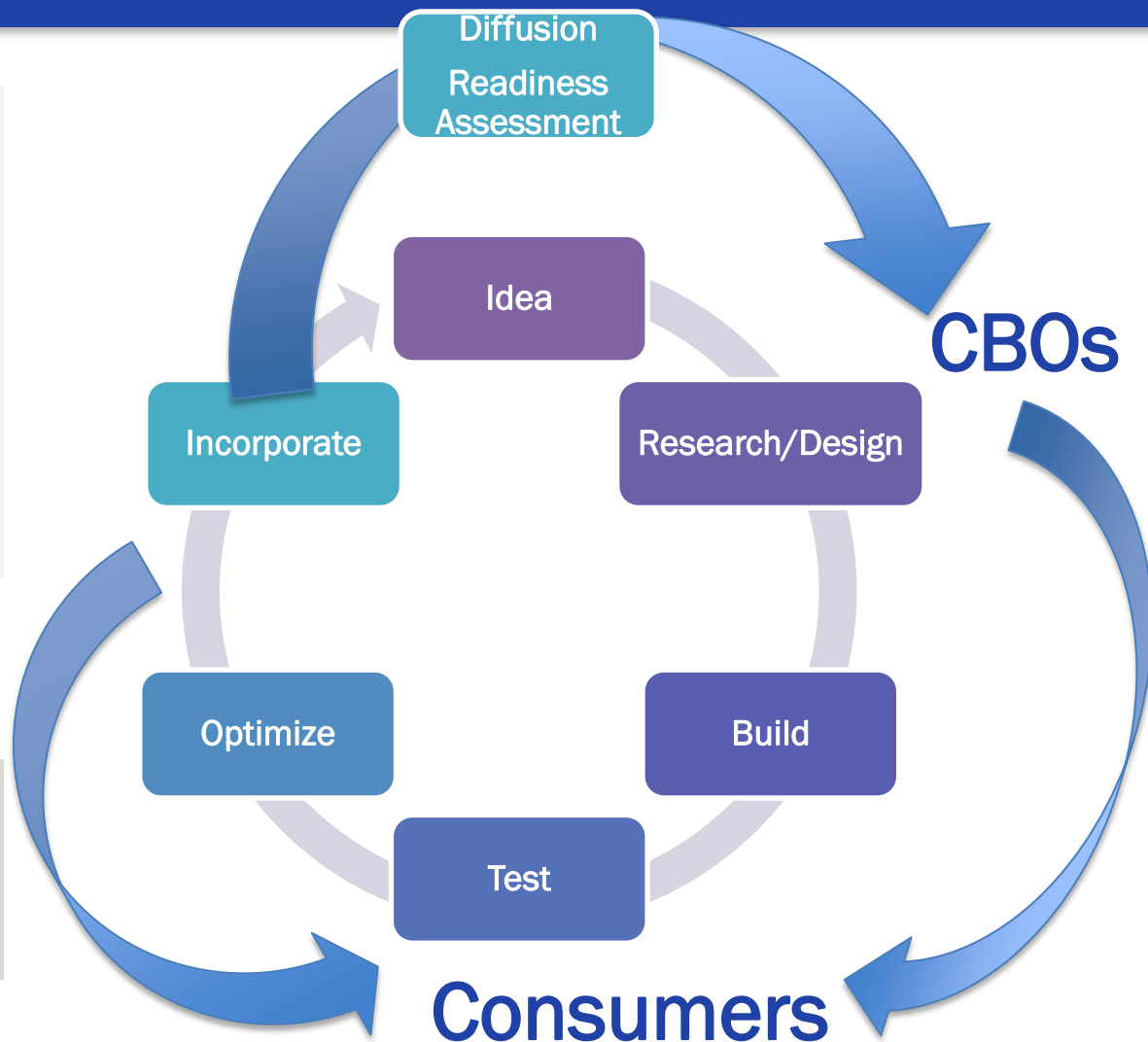
- Jim Firman
- Ken Dychtwald

# AMP Rapid-Cycle Innovation Process is driving program development

## AMP Innovation Priorities

- Elective Classes
- Faith-based Curricula
- Ongoing Engagement
- New CBO Venues
- Health Value Proposition
- Sustainability Strategies
- Digital Platform

CBOs = Senior centers, retirement communities, religious organizations, hospitals, adult education programs.



National Council on Aging

Monthly AMP elective classes help graduates to “keep going” and to improve more aspects of their lives.

## Elective Curriculum

### Physical and Mental Health

- Communicating with Your Doctor ✓
- Mental Health\*
- Sensory Health
- Oral Health \*
- Brain Health ✓
- Nutrition ✓
- Medicare Preventive Services ✓

### Faith-based Perspectives

- Jewish AMP ✓
- Christian AMP

✓ = Completed or in development

\* = Priority topic for future development

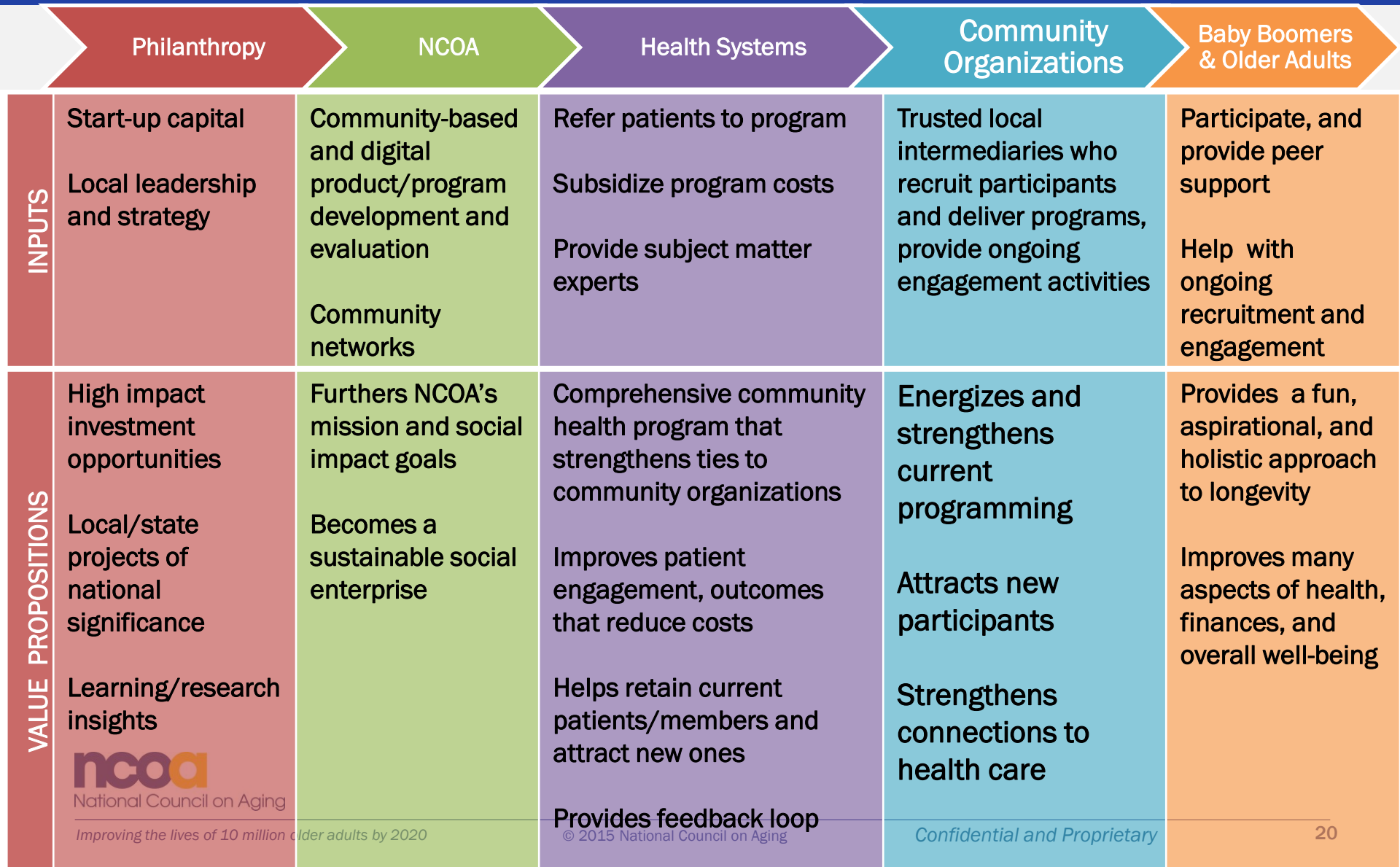
### Financial Health

- Finding/Applying for Benefits ✓
- Preventing Financial Abuse
- Employment/Second Careers
- Rightsizing Your Life ✓
- Your Home as a Strategic Asset ✓

### Life Enrichment

- Meditation \*
- Living Your Passions ✓
- Sexual Health
- Intergenerational Connections ✓
- Legacy
- Lifelong Learning\*
- Creative Expression\*

# AMP Value Chain and Value Propositions



# What Does it Take for a Senior to Successfully Implement AMP?

- A **part-time program/activity coordinator (paid or volunteer)** who can help recruit participants and line up expert speakers.
  - Time estimates: 60-70 hours for a ten-week course (including 20 hours for recruiting participants and speakers and data collection).
- **Individual organizational licenses: One time start-up fee of \$3,500** for on-site training, operations manuals and technical support and a seven-year license to offer AMP OR **Statewide license: \$10,000 annually**
- **AMP: \$60 per participant = 10-week core curriculum + branded materials**  
**OR \$75 per participant = 10 week core curriculum + 3 elective classes + branded materials. (2016 prices)**
- **Other potential costs:**
  - Light refreshments (food always helps!).
  - Optional token rewards (\$5-\$10 or the equivalent) for each person who graduates.



# Arizona AMP – Our Vision

Thousands of baby boomers and older adults throughout Arizona will embrace their gift of longer lives and spend more time each day doing things that are good for themselves and for others.



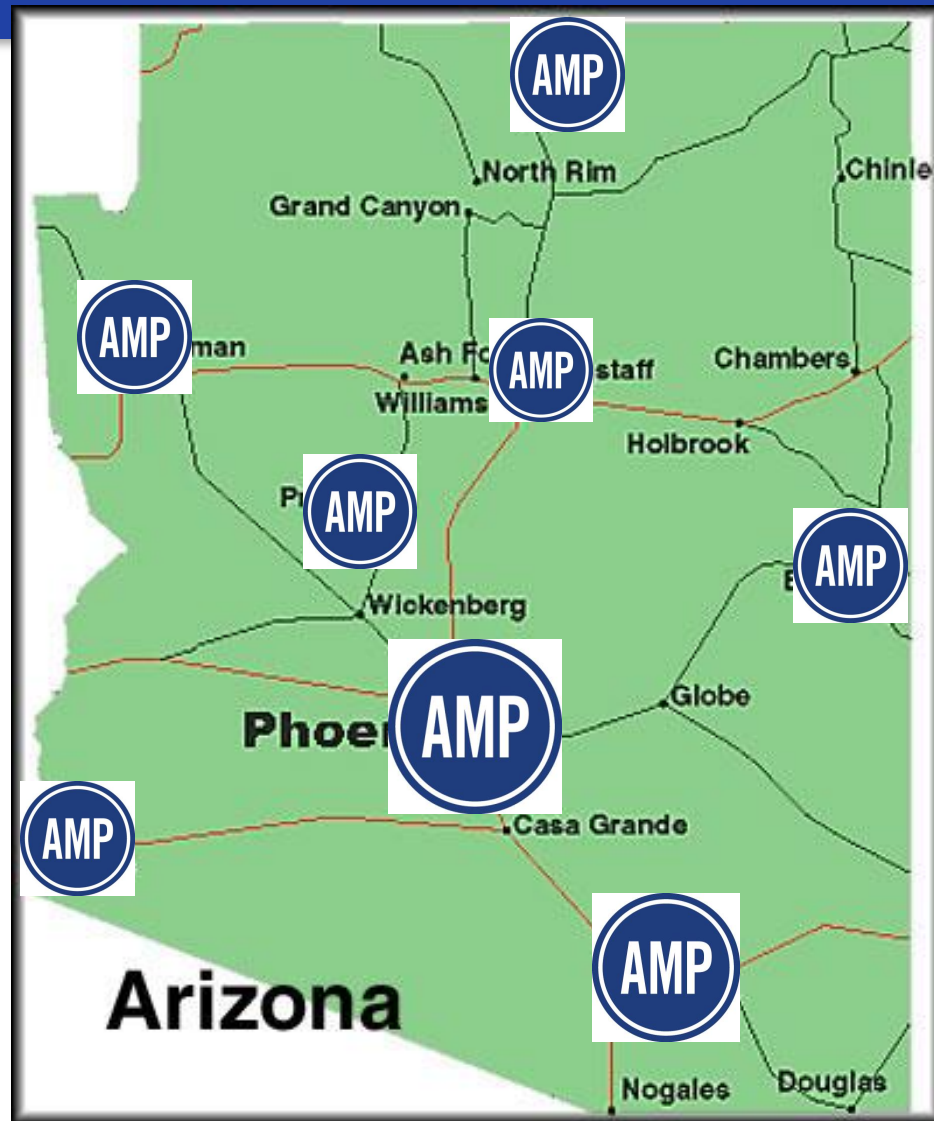
# Our vision for Arizona Aging Mastery Program

- **Arizona AMP** will be offered through a **state-wide network of community based organizations** (e.g. AAA's, senior centers, retirement communities, recreation centers faith-based organizations, community colleges etc.)
- After start-up support, **Arizona AMP will be self-sustaining** through a mix of support from government, consumer fees, health plans/systems, corporations and philanthropy.



# Discussion: Let's collaborate to AMP up Arizona!

Thousands of baby boomers and older adults throughout Arizona will embrace their gift of longer lives and spend more time each day doing things that are good for themselves and for others.







# Aging Mastery Program®

*Fun, Engaging and Life-Changing!*

- For more information:  
[www.ncoa.org/amp](http://www.ncoa.org/amp)
- E-mail: [gina.hill@ncoa.org](mailto:gina.hill@ncoa.org)