

Report: Needs Assessment for Older Adults UPDATE

Office of Aging and Disability Services
May 8, 2025



**CITY OF
RICHMOND**

Office of Aging & Disability Services

Who we serve:

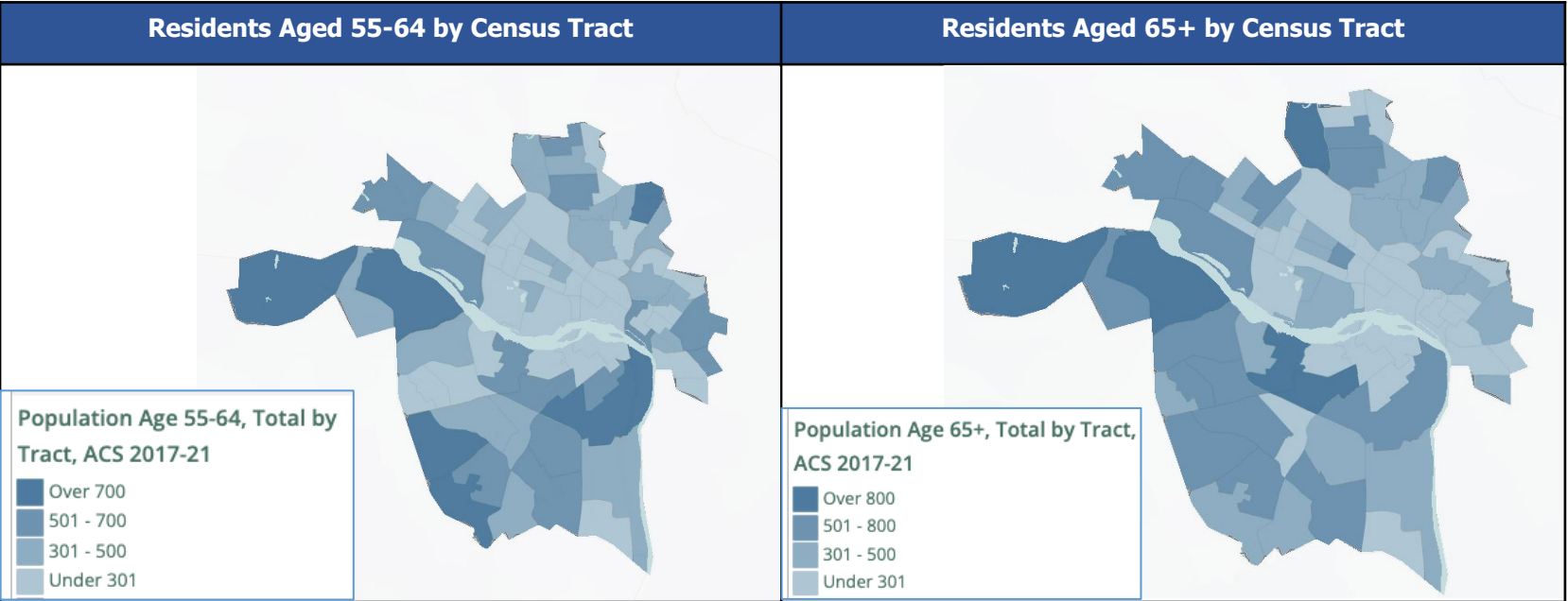
Older adults/seniors (55+) and adults (18+) with physical disabilities.



Trending Concerns:

- **Affordable Housing**
- Assistance Applying for Benefits
- Employment
- Financial Assistance
- **Food Insecurity**
- **Home Repairs**
- **Homelessness**
- Loneliness
- Memory Care

Demographic Snapshot



Virginia Community Health Improvement Data Portal: US Census Bureau, American Community Survey: 2017-21

Population: At the time of the assessment, Richmond City included an estimated 225,676 people; 57,942 (26%) aged 55+. Of this population:

- 52% are aged 65+
- 56% identify as female
- 51% are Black/African American and 44% are White
- 2% are Hispanic
- 38% have a disability
- 16% are veterans

Needs Assessment for Older Adults Recap

Overview

- In 2023 OADS partnered with Knowledge Advisory Group to complete a needs assessment for older adults living in the City of Richmond (age 55+)
- Assessment focused on: Affordable Housing, Built Environment, Healthcare Access, Social Supports, and Transportation
- Assessment included key informant interviews, focus groups, survey with 495 respondents, literature review, and analysis of existing research and best practices
- Assessment was presented to Education and Human Services Standing Committee in January of 2024

5 Key Takeaways

- The most common needs identified: Built environment, housing, technology
- Top activities of interest: fitness/exercise, adult enrichment classes, cultural events
- Services are not easily accessible to seniors who need them
- COR communication about services rated as Good or Fair; prefer paper/written communication
- 900 resources for seniors in the City, capacity and usage information is not readily available



ASSESSMENT RECCOMENDATIONS

Create a strategy to repair unsafe sidewalks in senior-centric neighborhoods. Expand support for home repair/mod programs.

1

2

Increase the availability of subsidized housing for seniors and the availability of assisted living facilities.

Enhance availability/use of technology, expand delivery of technology courses.

3

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Increase food pantries in neighborhoods with high populations of seniors and incentivize development of grocery stores in food deserts.

5

Increase availability of adult day programs, respite services, and capacity for safety checks for those living alone; increase availability of trained CNA's through no-cost training; develop incentives to increase the number of geriatricians in the City; offer training to primary HHS providers to address social and emotional needs of seniors.

6

Develop strategies to improve senior mobility within Richmond by subsidizing more quality transportation options, such as Care Vans/paratransit, and expanding utilization of existing programs. (Drive Smart Virginia, VA Grand Driver, etc.).

7

Review community assets related to senior engagement activities to determine if there is sufficient capacity to meet the demand for participation.

8

Improve awareness of services that are available to seniors in the City among residents and service providers.

9

Expand/coordinate research findings to improve asset mapping, integrate findings from previous efforts, and create a funding strategy to better address senior services.



Special Focus Areas



Review community assets related to senior engagement activities to determine if there is sufficient capacity to meet the demand for participation.



Expand/coordinate research findings to improve asset mapping, integrate findings from previous efforts, and create a funding strategy to better address senior services.



Improve awareness of services that are available to seniors in the City among residents and service providers.



Increase availability of adult day programs, respite services, and capacity for safety checks for those living alone; increase availability of trained CNA's through no-cost training; develop incentives to increase the number of geriatricians in the City; offer training to primary HHS providers to address social/emotional needs of seniors.



Increase food pantries in neighborhoods with high populations of seniors and incentivize development of grocery stores in food deserts.



Review community assets related to senior engagement activities to determine if there is sufficient capacity to meet the demand for participation

Our Response:

- Engage Parks and Recreation Department and community partners to inform residents of available leisure pursuits.
- Increase program offerings where available to include specific engagement activities.
- Initiate annual interest surveys.



Expand/coordinate research findings to improve asset mapping, integrate findings from previous efforts, and create a funding strategy to better address senior services

Our Response:

- The project team gathered asset information from Senior Navigator.
 - Over 900 assets identified; capacity does not meet the community's needs.
 - Did not provide information on program capacity.
- Acquired 2 support staff (Ambassador program).
- Identifying active organizations, capacity, program participation costs, and other important components for older adults.
- Keeps focus on person-centered service needs, identify barriers to service access, and align our efforts with best practice strategies to enhance programming and support for older adults in Richmond.



Among others, insights provided by:

- Leading Age
- Senior Connections
- Richmond Memorial Health Foundation
- VCU Gerontology Department
- Kimbrough Consulting
- Homeward

Improve awareness of services that are available to seniors in the City among residents and service providers

Our Response:

- Identifying funding sources to allow a twice per year direct mailer to older adults in the city.
- We host a monthly learning session with the DSS – Adult Services team.
- Created an outreach plan. Visit senior facilities to disseminate information, host mini-resource fairs.



Increase availability of adult day programs, respite services, and capacity for safety checks for those living alone

Our Response: Richmond City Sheriff's Office "Are You Okay?" Program

"Are You Okay?" provides weekly well checks via telephone to support the safety and well-being of senior citizens in our city.

The program helps older adults overcome isolation, report abuse, and identify barriers that often occur when family and support members are not readily available.



Increase availability of trained Certified Nursing Aide's through no-cost training

Our Response: Personal Care Aide Training

Training Components:

- Trauma-informed care
- ADL/IADL Skills instruction and practice
- Body Systems
- Cognition and Dementia Care
- Home Safety
- Personal Wellness

Program Highlights:

- Partnership with OCWB, SPAN Center, VCU Gerontology
- 9 Participants
- First Aid/CPR
- 8+ Placement Sites
- Workplace Excellence Training by OCWB

START YOUR JOURNEY IN THE HEALTHCARE INDUSTRY!

THELMA BLAND WATSON PERSONAL CARE AIDE SCHOOL



A Personal Care Aide helps people live comfortably by providing care in their living environment. This care includes hygiene, activities of daily living, and overall support.

**Monday - Thursday, April 14th - 17th, 2025
AND**

Monday - Thursday, April 21st - 24th, 2025



FOR MORE INFORMATION, CALL
(804) 646 - 1082
OR
(804) 646 - 3543

SCAN THE QR CODE OR CLICK
[HERE](#) TO REGISTER!



Increase food pantries in neighborhoods with high populations of seniors and incentivize development of grocery stores in food deserts

Our Response: Bi-Monthly Pop-Up Pantry

- Managed Care Organizations
 - Humana
 - Feedmore
- Project will initiate in new fiscal year.



Aging and Disability Services Help Line

(804) 646 - 1082

Richmond residents are encouraged to contact the
Help Line to connect with services and resources



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