Kentucky Elder Readiness Initiative
Green River Area Development District

Green River: The Context

The Green River Area Development District (GRADD) serves the counties of Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster. GRADD is located in the northwestern area of the state known as the Western Coal Fields region and is bordered by the Ohio River and Indiana to the North. GRADD takes its name after the Green River, the longest river entirely in Kentucky. Given its riverside location, GRADD has been a historically significant trade site since it was first settled by Native Americans, and local economies are still based on manufacturing. GRADD has recovered from no less than eight Presidential declared disasters in the last ten years.

Owensboro, in Daviess County, is the third largest city in Kentucky and home to two private, four-year colleges, Brescia University and Kentucky Wesleyan College, and one public community college, Owensboro Community and Technical College. Owensboro is also the site of the development of the first ever human papilloma virus vaccine, called Gardasil which is made from tobacco plants. Henderson is the home of the Southern Cherokee Nation.

Notable persons born in GRADD include actor Johnny Depp, author Joey Goebel, Husband E. Kimmel who was commander of the U.S. Pacific Fleet during the attack on Pearl Harbor, and NASCAR drivers Jeremy Mayfield and Darrell Waltrip, and blues legend W.C. Handy, after whom is named the Handy Blues & Barbecue Festival, an annual celebration in Henderson. Naturalist and painter John James Audubon spent much of his career painting in Henderson.

The KERI Initiative

The Kentucky Elder Readiness Initiative (KERI) was announced by Governor Ernie Fletcher on August 15, 2005. The goal of KERI is to foster statewide awareness, dialogue and insight into the challenges and opportunities provided by the aging of the “Baby Boom” population (persons born between 1946 and 1964) and to stimulate local and statewide initiatives to appropriately address the pending changes that will result from this process. KERI is based on a positive philosophy of old age. Elders are viewed not as dependent but as a resource. Planning for our future involves all age groups and constituencies and the participation of elders in the process is essential. KERI is also concerned with regional differences. What is appropriate for Paducah may not apply to Louisville or reflect the needs and potential of Hazard or Somerset. Finally, KERI is part of a process of continuous planning; it is not a report to be placed on a shelf but rather a statewide movement to prepare for a better future. Participation of the media in this movement is vital.

Initial KERI activities involved assembling background information on Baby Boomers and elders in Kentucky. A series of fact sheets summarizing this information for each Area Agency on Aging (AAA) is available on our website:

(http://www.mc.uky.edu/gerontology/keri.htm).

In the summer of 2006, two focus groups (one with community leaders and one with service providers) and a community forum were conducted in each of the 15 AAAs. Findings from the focus groups were incorporated into a statistically representative statewide survey sent to 9,600 Kentucky households in the summer of 2007. Preliminary descriptive findings from this survey for Green River are presented in this report. These preliminary data are intended to provoke discussion and illicit feedback that can be incorporated into a final report which will include both additional comparative data and analysis and recommendations resulting from pending community forums and discussions.

The KERI Survey

Information provided in this report was derived from a statistically representative random sample of 640 households in the Green River Area Development District conducted by the University of Kentucky Survey Research Center in June and July of 2007. Responses were received from 227 households representing a response rate of 35.5%. Data are presented by age group and distinguish between persons born prior to 1946 (62 years of age and older) and Baby Boomers (persons born between 1946 and 1964). The Baby Boom cohort is further broken down into a 1st Wave (born between 1946-1955) and a 2nd Wave (born between 1956-1964). All quotations in the report are from Green River survey respondents.
Comparison of population profiles between the state and Green River shows the impact of the Baby Boom generation (shaded in red) on both scales. It is notable that Green River records a more pronounced Baby Bust following the Baby Boom than does the state as a whole that is particularly apparent in the age groups from 20-34 (persons born between 1966—1980).

**Green River: The Population**

According to the 2000 U.S. Census, the Green River Area Development District was home to 37,377 persons 60 and older representing 18.0 percent of the population. It is anticipated that this population will increase to 63,646 persons 60 and older by 2030 representing 28.0% of the population, a 70.3% increase from 2000. A significant proportion of this increase can be attributed to the aging of the Baby Boom generation which in 2000 comprised 61,307 residents between the ages of 35 and 54 and represented 29.6% of the Green River population.

**Older Adults and Baby Boomers in the Green River Area Development District (2000)**

“Our kids have grown and have moved away…and so we’re here by ourselves, and our kids are not in driving distance. So we’re talking about this…started the discussions already.”

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*Persons age 35 in 2000 are not included in Baby Boom Cohort; included due to US Bureau of the Census (2000) age groupings*
Retirement

Although more than half of both Green River older adults (56.0%) and 51.8% of Baby Boomers consider that “retirement is a well-deserved reward for years of hard work,” 78.8% of Baby Boomers either “somewhat” or “strongly” agree that they “worry/worried a lot about being prepared for retirement.” Almost a third (29.6%) of the respondents “… don’t want to ever completely retire.” Only 2.0% of the sample never thinks about retirement.

With regard to preparation for the potential use of services in retirement, the majority of respondents (62.8%) consider themselves to be “somewhat familiar” with elder services in their community. Only 14.5% of older adults and 7.1% of Baby Boomers consider themselves to be “very familiar” with elder services in their community. More than a third (33.6%) of Baby Boomers and 18.1% of the older adult respondents consider themselves to be “not at all familiar” with services for elders (persons over 60).

Awareness

A major insight from the focus groups was a lack of awareness of issues related to the aging of the Baby Boom generation. Many participants had never thought about the issue and a number of Baby Boomers admitted to being in a “state of denial.” The Green River survey findings present a different picture. When asked how often they thought about what the effects of the aging of Baby Boomers might be, more than a half of Baby Boomers (54.6%) admitted to thinking about this issue “often” or in the next most frequent category. Older adults (44.4%) admitted to thinking about these issues less frequently.

Only one 2nd Wave Baby Boomer (0.9%) and two of the older adults (2.3%) surveyed felt that the aging of the Baby Boomers would have no effect on their community. Instead, more than half of the Baby Boomers (55.4%) and approaching a half of older adults (46.5%) felt that the aging of the Baby Boomers would have a significant impact. Almost twenty percent (19.6%) of Baby Boomers and 11.6% of older adults considered that the aging of the Baby Boomers would have a major impact.

While the data suggest some awareness of what has been described as a pending “demographic tsunami,” almost two-thirds of the Baby Boomers (65.5%) and 52.0% of the surveyed older adults either “somewhat” or “strongly” disagree with the statement that their community is actively preparing for the Baby Boomers. The implication is that residents of the Green River would be supportive of additional initiatives aimed at addressing the problems and opportunities presented by the aging of the Baby Boomer generation.

Green River respondents consider that aging of the Baby Boom population will have a negative influence on housing, transportation, health care delivery, tax revenues funding for services and government policies. In contrast, recognizing that aging of the Baby Boomers also provides an opportunity for progress; respondents considered that aging of the Baby Boomer generation would have a positive influence on employment, environmental design, aging services and caregiving for elders.
Finances

More than three-quarters (78.6%) of 2nd Wave Boomers (persons 43-52 yrs) in Green River consider money provided by an employer like a pension or retirement account (“not one you paid into”) will be a source of income (either major or minor) in their retirement, as compared to 72.6% of 1st Wave Boomers and 71.4% of older adults.

Baby Boomers are more likely than older adults to consider that money placed into a retirement plan at work, such as a 401K plan will be either a major (Baby Boomers, 46.4% and older adults, 32.2%) or a minor (Baby Boomers 30.0% and older adults, 23.7%) source of income in their retirement plan. Noteworthy is that approaching a half of older adults do not view such funds as a source of income in their retirement.

While 28.8% of older adults consider “other personal savings not in a work related retirement plan (e.g. IRA, savings account)” will be a major source of income in retirement, 24.2% of 1st Wave Baby Boomers and only 12.5% of 2nd Wave Baby Boomers consider this will be a major source of income.

Overall, Green River residents appear to be somewhat optimistic about the future of the Social Security system. A large majority of older adult respondents (81.0%) consider that Social Security is or will be a “major source of income” in retirement. Indeed, no respondent in this group considered that Social Security would not be a source of income. Baby Boomers were more pessimistic. While more than half of 1st Wave Boomers (55.1%) responded that Social Security would be a major source of income, a smaller percentage of 2nd Wave Baby Boomers (47.7%) shared this view and 9.1% considered that this would not be a source of income at all. This may reflect a generationally-related decline in confidence regarding anticipated Social Security income. Reflecting this pattern, 40.7% of Baby Boomers considered that Social Security would be a minor source of their income in retirement.

Overall, it appears that Baby Boomers anticipate relying on pensions and retirement accounts as well as retirement plans for their income in retirement. They are less likely to consider “other personal savings” and Social Security as major sources of income than are current older adults. Within the Baby Boom cohort, 2nd Wave Boomers are more pessimistic about the potential of Social Security as a major source of income than 1st Wave Boomers.

Employment

A third (33.8%) of persons 62 years and older who responded to the survey continue to work either full or part time.

Suggesting that this pattern may continue, 40.4% of Baby Boomers plan to work during retirement. Of the Baby Boomers who do plan to work after retirement, 40.0% responded that the major reason for this decision will be to earn “money to make ends meet.” Among older adults who work or plan to work during retirement, 46.0% cite the desire “to keep working” as their major reason for doing so. First wave Baby Boomers (34.1%) and 2nd Wave Baby Boomers (20.0%) are far less likely to cite this as a major reason for keeping working. Significantly, the need to keep health insurance or other benefits was reported as a major reason for working post retirement by 47.7% of 1st Wave and 57.9% of 2nd Wave Baby Boomers but only 25.0% of current older adults.

"…many of us will have to face the fact that we will not be retiring…certainly not retiring at the age that our parents did. We’re going to have to find a way to retrain people for second, third, fourth careers."

Transportation

The majority of both Baby Boomers (62.3%) and older adults (59.0%) acknowledge that their communities have public transportation. Significantly, more than half of the Baby Boomers (51.4%) but only one quarter (26.3%) of older adults (54.3%) surveyed consider that their public transportation needs will increase as they age. Providing and paying for such transportation in the context of rising transportation costs is already a significant challenge. Meeting this challenge is likely to become even more difficult in the future.


## Housing

The large majority of Green River respondents expect to remain in their present residence as they age. When asked where they see themselves living at age 75, the majority of both Baby Boomers (70.3%) and current older adults (89.9%) expect to be living in their personal residence. When asked the same question, but for when they are 90 years of age, Baby Boomers are less likely (25.9%) than current older adults (33.3%) to expect to still be living in their personal residence.

Consistent with this pattern, Baby Boomers are almost twice as likely (24.1%) than older adults (12.5%) to expect to be living in a nursing home. Approaching a third of 1st Wave Baby Boomers (28.8%) see themselves living in a nursing home when they are 90.

Living in a relative’s residence has historically been considered an option for elders as they grow more frail but Green River residents resoundingly support current literature suggesting that this is considered a last resort by both elders and their families; only three Baby Boomers and one older adult in the sample see themselves as living with a relative at 75 and only six current older adults (8.3%) and four Baby Boomers (3.7%) view this as likely when they are 90.

A significant proportion of both Baby Boomers (26.9%) and older adults (22.2%) expect to be living in an assisted living facility when they are 90. This finding suggests that there may be an increased need for affordable variations of this increasingly popular option in the Green River area.

### Perceived Feeling of Safety in Community

![Graph showing perceived feeling of safety in community]

<table>
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<tr>
<th>Feeling of Safety</th>
<th>2nd Wave Boomers (43-52 yrs)</th>
<th>1st Wave Boomers (53-61 yrs)</th>
<th>Older Adults (62+ yrs)</th>
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<td>30%</td>
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<tr>
<td>Always safe</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
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</tbody>
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### Accessibility of Physical Environment

![Graph showing accessibility of physical environment]

<table>
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<tr>
<th>Accessibility</th>
<th>2nd Wave Boomers (43-52 yrs)</th>
<th>1st Wave Boomers (53-61 yrs)</th>
<th>Older Adults (62+ yrs)</th>
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<td>40%</td>
<td>50%</td>
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<td>Somewhat inaccessible</td>
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<tr>
<td>Somewhat accessible</td>
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<tr>
<td>Fully accessible</td>
<td>10%</td>
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## Health and Safety

Overwhelmingly, Green River area respondents feel safe in their communities. Older adults either “always feel safe” (53.8%) or “usually feel safe” (44.0%) in their communities. Baby Boomers universally agreed; 51.3% “always feel safe” and 48.7% “usually feel safe.” This high level of perceived safety is reassuring.

A major concern identified in the focus groups was the degree to which the physical environment is accessible to both current older adults and Baby Boomers. More than half of older adults (56.3%) consider the physical environment (sidewalks, steps, or lighting) in their neighborhood to be either “somewhat” or “fully accessible.” A slightly smaller percentage of Baby Boomers (50.8%) hold this opinion. In contrast, it is important to acknowledge that 25.3% of older adults and 21.1% of Baby Boomers consider their physical environment to be “very inaccessible.” This difference likely reflects major local variation in the quality of the micro physical environment.

These findings suggest the need for identification and focused attention on the quality of specific local and micro-environments.
Life Quality

Green River respondents rated their current quality of life positively. Given choices of “poor”, “fair”, “good”, “very good”, and “excellent”, only two respondents in the entire sample, one Baby Boomer (0.9%) and one older adult (1.1%), rated their current quality of life as “poor.” In contrast, 16.7% of older adults rated their quality of life as “excellent,” and an even higher percentage was recorded among the Baby Boomers (22.6%). In addition, a third of older adults (33.3%) and an even higher proportion of Baby Boomer respondents (37.4%) rated their quality of life as “very good.”

When asked to project their quality of life over the next ten years, older adults were more pessimistic than Boomers. Older adults (29.9%) were more than twice as likely as Boomers (13.0%) to respond that they expect their quality of life to “get worse.” The majority of respondents (67.8% of older adults and 72.2% of the Baby Boomers) expected their quality of life to remain about the same over the next 10 years.

(Cont’d on next page)

Community Involvement

Green River residents were surveyed as to their anticipated future community involvement and propensity to engage in volunteer activities. A clear pattern emerges. While about half of the persons surveyed (48.3% of older adults and 52.2% of Baby Boomers) consider that their level of involvement in community activities will “remain about the same,” 36.2% of 1st Wave Baby Boomers and 40.9% of 2nd Wave Baby Boomers anticipate “increased involvement” in community activities as they grow older. This contrasts with only 4.6% of older adults who express this opinion.

When asked about the amount of time they plan to spend volunteering ten years from now, older adults (54.2%), perhaps anticipating declining health and reduced ability were overwhelming more likely than Baby Boomers (10.8%) to state that they would spend “less time” volunteering than they do currently.

In contrast, reinforcing the findings with regard to anticipated involvement in community activities, more than half of Baby Boomers (52.3%) indicated that they will spend “more time” volunteering ten years from now, compared to only 10.8% of current older adults. It appears that more 2nd Wave Boomers (55.8%) will be likely to increase their level of volunteering than 1st Wave Boomers (50.0%).

These findings suggest that the Baby Boom generation may be more actively involved in both volunteer and community activities than their predecessors and represent a substantial resource for the future of the Green River Area Development District.

“I would love to see sidewalks. There is a new development going in near to where I live and it does have sidewalks…and the amount of people that it has brought out once those sidewalks were laid, who now walk in the community that I never saw before. It’s amazing.”
While the large majority of respondents (70.3%) expect their life quality to remain about the same over the next ten years, it is noteworthy that 14.8% of Baby Boomers in the Green River area expect their quality of life to improve while only two of the current older adults (2.3%) share this expectation. First wave Baby Boomers (19.7%) are more likely to consider that their quality of life will improve over the next ten years than are younger 2nd Wave Boomers (6.8%).

A series of questions focused on 14 separate indicators of quality of life ranging from the availability of venues for the arts and lifelong learning opportunities to restaurants, shopping centers and grocery stores.

While only 24.2% of Baby Boomers and a slightly higher proportion of older adults (30.0%) have taken advantage of lifelong learning opportunities (e.g. computer, art, accounting classes, etc,) in the past twelve months, many more anticipate doing so in the future. Indeed, 57.4% of the Baby Boomers and 35.7% of older adults responding to the survey in the Green River ADD plan in the future to engage in lifelong learning opportunities. There will be increased demand on such educational resources.

There is widespread consensus that many volunteer opportunities (service in hospitals, food pantries etc.) are currently available in the Green River area. Both Baby Boomers (92.6%) and the current generation of older adults (87.5%) share this view. While in the past twelve months only 39.1% of the Baby Boomers have participated in such opportunities to enhance their quality of life, 62.1% plan to do so in the future. This contrasts with only 22.6% of older adults who hold this aspiration.

There is widespread acknowledgement that support groups (e.g. caregiver, A.A.) are available in the Green River area, with 90.5% of Baby Boomers and 88.0% of older adults reporting such knowledge. Few of the Baby Boomer respondents (14.0%) have used support groups in the past 12 months but more than twice as many (29.3% of those surveyed) anticipate using such resources in the future. A slightly lower percentage of older adults (22.6%) see such a need in their future.

A high proportion of both Baby Boomer (81.5%) and older adult (73.6%) respondents have used public parks in their community during the past 12 months. Interestingly, an even higher percentage of Baby Boomers (92.6%) and the current generation of older adults (87.5%) share this view. While in the past twelve months only 39.1% of the Baby Boomers have participated in such opportunities to enhance their quality of life, 62.1% plan to do so in the future. This contrasts with only 22.6% of older adults who hold this aspiration.

An important, somewhat surprising, finding from the survey is the comparatively high level of use of Senior Centers with 35.7% of older adults in the Green River sample having used this resource in the past 12 months. A significant proportion of Baby Boomers (15.9%) have also used Senior Centers during the same period. When future plans are considered, more than half of both the older adults (51.4%) and Baby Boomers (53.6%) plan to use Senior Centers. Especially noteworthy is that 59.1% of 2nd Wave Baby Boomers anticipate using Senior Centers in the future. This finding suggests that, if Senior Centers are to be considered the community-based hub of the elder services delivery system in the future, there is a need to redefine their focus in a manner attuned to ways in which the needs of Baby Boomers differ from the current generation of older adults.

When asked which one of the 14 life quality resources they considered most important, 53.3% of the Baby Boomers and 53.2% of older adult respondents rated “churches, spiritual groups and other religious organizations” as the most important, far outstripping large grocery stores (10.3% among Baby Boomers and recreational facilities, e.g. gyms, walking paths etc., (11.4%) among older adults). The extreme importance placed on the church and faith organizations reinforces findings from the focus groups which also revealed the importance and potential of the faith community as a resource in addressing the challenges and opportunities presented by an aging population. Other resources considered most important to quality of life among older adults were large grocery stores (8.9%) and libraries (6.3%). Other resources considered most important by Baby Boomers were recreational facilities (5.6%), restaurants (5.6%) and shopping centers (5.6%).

“You know, I think we’re really missing something with this disconnect though, the way that so many people don’t have regular contact with seniors. I think that’s unfortunate. I think there’s much to be gained there. Just some of the subtle dimensions of life and growing old and the experience that they offer and the humor they offer and the companionship.”
One outcome from the 30 focus groups conducted around the state in 2006 was a series of suggestions for future directions that the Commonwealth and individual communities might take in addressing the challenges and opportunities presented by aging of the Baby Boomers. Green River respondents were asked to prioritize many of these suggestions in the survey.

Perhaps reflecting concern about their own financial future, 43.4% of Baby Boomers and 31.8% of older adults responded that increasing employment options for elders was “very important” and an additional 56.6% of Baby Boomers and 61.2% of older adults considered this to be “somewhat important.” Not a single Baby Boomer rated this as “not important.”

Both Boomers and current older adults agreed on the importance of developing adult day care programs at places of work. A third of the Baby Boomer respondents (33.6%) considered this a “very important” and 50.4% a “somewhat important” priority. Older adults concurred, with 24.7% older adults responding that the development of such programs was “very important” and 56.8% “somewhat important.”

Baby Boomers were almost unanimous (99.1%) in responding that placing emphasis on developing residential options for elders was “somewhat important” or “very important” a view shared by the large majority (92.8%) of older adults in the sample. Significantly, 2nd Wave Boomers (with 63.6% responding that this is “very important”) place an even greater emphasis on developing residential options for elders than do 1st Wave Boomers (52.0% responding that this is “very important”).

There were very similar opinions that increasing educational opportunities for elders was either “very important” (Baby Boomers 34.2%, older adults 28.9%) or “somewhat important” (Baby Boomers 59.6%, older adults 55.4%).

When asked about the importance of providing training and support options for new caregivers, Baby Boomers (68.1%), perhaps acknowledging current and future potential stresses in caring for their own aging relatives, were more likely than older adults (51.2%) to respond that this was “very important. Only one Baby Boomer (0.9%) and six older adults (7.1%) considered that placing a priority on such training was “not important.”

“I think that one of the problems is that we don’t think far enough ahead. We have to base our thoughts on what the aging population is going to need twenty, thirty years from now…when we don’t have any idea of what life is going to be like then.”
Future Directions Cont’d

Redefining the role of senior centers was considered either “very important” or “somewhat important” by the large majority of both Baby Boomers (98.2%) and the current generation of older adults (85.4%). These findings support an emerging consensus that there is a need to redefine the role of senior centers for the Baby Boom generation by providing resources such as gyms and a computer use area.

Baby Boomers and older adults agreed on the need to place emphasis on developing business and second career options for elders but Baby Boomers (46.1%) were more likely than older adults (29.3%) to rate this as “very important.” In addition, more than half of both Baby Boomer (50.4%) and older adult (53.7%) respondents indicated that this is “somewhat important.” Only four Baby Boomers (3.5%) rated this priority as “not important.”

When asked about the importance of emphasizing a single point of entry (one place to call) for services or information, older adults (50.0%) were less likely to respond that this is “very important” than were Baby Boomers (68.4%). However, very few respondents, two Baby Boomers (1.8%) and six older adults 7.3%) considered this option, currently being pursued in the Commonwealth, as “not important.”

There was some support for raising taxes to support programs for elders. Indeed, 85.8% of the respondents agreed that introducing local or state taxes to support programs for elders is “somewhat” (46.3%) or “very important” (39.5%). Significantly, older adults (24.4%) were more likely than Baby Boomers (7.1%) to consider that introducing local or state taxes to support programs for elders was “not important.” This may be a reflection of a growing realization among Baby Boomers of the need to invest in their own future.

When asked about the importance of developing programs for elders to provide mentorship or guidance to youth, older adults (34.1%) were less likely to state that this was “very important” than were Baby Boomers (40.7%). Interestingly, approaching half of 2nd Wave Baby Boomers (45.5%) seemed to view this strategy as particularly important. Indeed, no respondent in this group reported that this was “not important.”

One somewhat surprising finding from the focus groups was the view expressed by a number of participants that it was important for Kentucky to rediscover a sense of community and community support that was a traditional component of Kentucky life in the past. Older adults (50.0%) were more likely than Baby Boomers (43.8%) to respond that this was “very important.” Somewhat surprisingly, in contrast with both their 1st Wave peers (39.7%), 2nd Wave Baby Boomers appeared to place a high priority on the rediscovery of community as a strategy with 50.0% rating this as “very important.”

More than a third of Baby Boomers (38.1%) considered developing more volunteer opportunities for elders to be “very important” while a smaller proportion of older adults (27.4%) were of this opinion. Only 6.2% of Baby Boomers considered that providing volunteer options for elders was “not important.”

Churches, spiritual groups and other religious organizations were considered to be far the most important contributors to quality of life, there seemed to be less enthusiasm for placing increased reliance on churches and religious institutions for the support of frail elders. Over half of the older adults surveyed (53.6%) considered that this was only “somewhat important” and 10.7% responded that it was “not important” as an option. Slightly more than a third of Baby Boomers (36.3%) and a similar proportion of older adults (35.7%) rated this strategy as “very important.”

There are more than 30,000 older Kentuckians raising their grandchildren. Recognizing a major current concern in the Commonwealth with developing support for these individuals, 59.0% of older adults and 61.4% of Baby Boomers responded that it is “very important” to develop programs to support grandparents raising grandchildren.

Providing support for persons with disabilities being raised by an aging parent is also a current area of some concern to policy makers and service professionals in Kentucky. Both older adults and Baby Boomers appear to share this concern with 64.3% of older adults and 60.5% of Baby Boomers responding that providing programs for long term support for persons with disabilities being cared for by an aging parent is very important. Only one 2nd Wave Baby Boomer (0.9%) of Boomers and 5 older adults (6.0%) considered that this was “not important” as a priority.

When asked to identify which of the potential future directions they considered “the most important” in preparing for the Baby Boom population, Baby Boomers (20.7%) identified developing “programs to provide support to grandparents raising grandchildren” (15.4%), “developing residential options for elders” (14.4%) and “emphasizing single point of entry (one place to call) for services or information” (10.6%) as the most important priorities. For older adults, providing “programs for long term support for persons with disabilities being cared for by an aging parent” (14.7%) was the top priority, with “rediscovering a sense of community and community support that was a traditional component of Kentucky life in the past” (13.3%) and “developing residential options for elders” (12.0%) as their second and third highest ranked priorities.