The Chinese University of Hong Kong
The Nethersole School of Nursing

Cadenza Training Programme

CTP002: Psychosocial and Spiritual Care

Chapter 5 :

Engaging older adults at family and community levels: Challenges and methods

Cadenza 流金頌
A Jockey Club Initiative for Seniors

THE NETHERSOLE SCHOOL OF NURSING

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Lecture outline

- ## What is engagement?
  - definition of engagement
  - principle of engagement
  - model of engagement
- ## Engaging with older people
  - positive outcomes of engaging with older people
  - challenges in engaging with older people
- ## Engaging older people at family & community level
  - strategies to engage with older people
  - communicating with older people
  - achieve an actively engaged older population

Definition of Engagement

Definition of Engagement

- "Engagement can cover _consultation_, _extension_, _communication_, _education_, _public participation_, or _working in partnership_."

Department of Sustainability and Environment, 2007)

http://www.dse.vic.gov.au/__data/assets/pdf_file/0019/105823/Book_1_-_An_Introduction_to_Engagement.pdf

Principles of Engagement

Principles of Engagement

- Knowledge, practice and adaptation of the principles of engagement facilitate the effectiveness of engagement activities.

(Department of Sustainability and Environment, 2007)

Principles of Engagement

Petts and Leach (2000) developed a list of engagement principles which includes:

- capability and social learning
- transparency and enhancement of trust
- representation and inclusiveness
- consensus on agenda, procedures and effectiveness
- a need for clarity of objectives, and of legal, linked and seamless processes
- decision responsiveness
- deliberation

(Department of Sustainability and Environment, 2007)

Principles of Engagement

Brown and Isaacs (1994) developed the Six 'C's which is a basic principle to guide the engagement planning process.

- **C**ontribution
- **C**ollaboration
- **C**ommitment
- **C**apability
- **C**ontinuity
- **C**onscience

Principles of Engagement

The Six 'C's of successful engagement

- <u>C</u>ontribution
  - volunteer and take responsibility/risks

- <u>C</u>ollaboration
  - reliable interdependence
  - sharing and trust

- <u>C</u>ommitment
  - mutual benefit beyond self interest

Principles of Engagement

- <u>C</u>apability
  - capable of dialogue

- <u>C</u>ontinuity
  - share or rotate roles
  - a transition process that sustains and maintains the community corporate memory

- <u>C</u>onscience
  - embody the principles
  - trust and respect that are expressed in the actions of the community

(Brown & Isaacs,1994)

Model of Engagement

Model of Engagement

- Public Participation Spectrum shows different types of engagement.

- There is an increasing level of public impact as we progress from "inform" through to "empower".

inform   consult   involve   collaborate   empower

Model of Engagement – Inform

Inform

"... know who you are trying to reach and how they are most likely to access and understand the information ..."

- The information provided should be:
    - clear and easily understood by your audience
    - timely
    - targeted appropriately
    - consistent
    - high quality

Department of Sustainability and Environment, 2007)

http://www.dse.vic.gov.au/__data/assets/pdf_file/0019/105823/Book_1_-_An_Introduction_to_Engagement.pdf

Model of Engagement – Consult

Consult

"... ensure the purpose of the consultation is clear, including what is being consulted on and what is non-negotiable ..."

- know who you are trying to consult, the effective way to approach them and get a response
- provide sufficient time for feedback
- coordinate special requests
- give advice on the results of consultation
- make sure the views of those consulted are considered in the outcome
- give clear and brief presentation
- confirm sufficient resources are allocated to the process

Department of Sustainability and Environment, 2007)

http://www.dse.vic.gov.au/__data/assets/pdf_file/0019/105823/Book_1_-_An_Introduction_to_Engagement.pdf

Model of Engagement – Involve

Involve

"... work with the community to ensure their concerns are directly reflected in alternatives and solutions ..."

- make sure the people concerned are involved

- maintain a commitment to get involved in the process

- think seriously which processes are suitable

- avoid misunderstanding by establishing the membership of bodies such as boards or committees

Department of Sustainability and Environment, 2007)

http://www.dse.vic.gov.au/__data/assets/pdf_file/0019/105823/Book_1_-_An_Introduction_to_Engagement.pdf

Model of Engagement – Collaborate

Collaborate

"... there must be clarity about the extent of decision-making power that is delegated and, in particular, what is not included ..."

- clearly describes the extent of delegated decision-making power
- avoid misunderstandings by establishing the membership of bodies such as boards or committees.
- seriously think about where formal partnership arrangements are involved

Model of Engagement – Empower

Empower

"... empowered communities share responsibility for making decisions and accountability for the outcomes of those decisions ..."

- clearly describes the scope of the shared power and/or decision-making capabilities
- clearly states the responsibilities and roles
- seriously think about the issues involving explanations
- give sufficient human and social capital to enable an empowered approach

Model of Engagement – IAP2 Spectrum

- It is a framework to show clearly the level of influence and what is being promised to participants.

- It is not a hierarchy; one level is not necessarily preferable to any other.

- The greater the complexity and passion, the further to the right on the spectrum.

- The further to the right on the spectrum, the greater the level of influence and the stronger the promise.

(Department of Sustainability and Environment, 2007)

Engaging with older people

- Positive outcomes of engaging with older people
- Challenges in engaging with older people

Positive outcomes of engaging with older people

Positive outcomes of engaging with older people

For older people:

- promote successful ageing
- promote quality of life and improve well being
- promote independence
- enhance levels of physical and mental health
- increase life contentment
- prevent disability
- decrease mortality rate

(Bath & Deeg, 2005; Improvement and Development Agency IDeA, 2006; Mendes de Leon, Glass & Berkman, 2002; Morrow-Howell, 2007)

Positive outcomes of engaging with older people

For the families:

- older parents play a contributing role in the family, for example, by looking after grandchildren

- families are the first line of support for older people

- families take care of their older people, providing emotional support and showing concern for their needs

- satisfactory family coherence enables older people to transmit wisdom, values and family traditions to the next generation

(Committee on Ageing Issues, 2006)

Positive outcomes of engaging with older people

For the community and society:

- more experienced and reliable people

- less dependence on retirement income

- less health care burden if older population is healthier and more functional

- stronger civic community through social participation

(Morrow-Howell, 2007)

Challenges in engaging with older people

Challenges in engaging with older people

- **Ageism** and the role ascribed to older people in society does not encourage the view that they are valued.

- Older people are a **large and diverse group**, covering at least a 35 year age span.

- Many of those **receive services on an individual basis** in their homes rather than collectively.

(Morrow-Howell, 2007; The Community Care Needs Assessment Project, 2001)

Challenges in engaging with older people

- The choice of participating in community life and keeping active lies with the older people.

- Older people often have low expectations of their own health and well-being, and may be undemanding and uncritical.

(Morrow-Howell, 2007;
The Community Care Needs Assessment Project, 2001)

Engaging older people at family & community level

- Strategies to engage with older people
- Communicating with older people
- Achieve an actively engaged older population
- Local examples

Strategies to engage with older people

A spectrum of engagement activities

A spectrum of engagement activities

1. Informal social engagement such as with friends, family, colleagues and neighbours.

2. Participation in voluntary and community groups, such as charities, self-help groups, religious groups, etc.

3. Participation in policy, governance and the delivery of services.

- This spectrum concentrates on enabling, promoting and supporting engagement across the spectrum and formulating relevant strategies.

(IDeA, 2006)

Strategies to engage with older people at community level

A. Understand the population

B. Ensure effective representation

C. Build up community capacity

D. Make sure easy access to information

E. Communicate well

A. Understand the population

- Analyze data
  - the size of the older population in comparison with the overall population
  - the age and gender structure of the older population
- Learn by asking older people what they think
- Use existing data about the older population
  - for example: health status, financial status, etc.

B. Ensure effective representation

- Work with all older people
  - work with all groups of older people
  - don't just involve the most confident, articulate and vociferous
- Find the more demanding, assertive older people

B. Ensure effective representation

- Sustain involvement
  - sustain involvement if there are no significant successes
  - set clear goals

C. Build up community capacity

- Develop knowledge and confidence among older people

D. Ensure easy access to information

- Use various ways of getting information to older people
  - approach the older population through different partners
- Give quality information about engagement opportunities
- Use information to empower older people
  - the information can be used to empower and engage them and motivate them to participate in decision-making

D. Ensure easy access to information

- Make use of older people as an information resource
  - older people have the experience, knowledge and expertise to commission and deliver services that improve their well-being
  - requires training and ongoing support

- Involve older people in collecting data and responses to findings

E. Communicate well

- Use positive imagery and humour; avoid negative stereotypes

Communicating with older people

Communicating with older people

- Effective communication is crucial in engaging with older people.

- Use verbal and non-verbal skills, and listen carefully when communicating with older people.

- Consider the physiological and psychological needs of older people as well as environmental factors during communication.

(Elderly Health Services, 2003; Phillips, Ray & Marshall, 2006)

Barriers to communication with older people

Sociocultural factors

- Ageism
- Variations in age, language, or cultural background

Barriers to communication with older people

Barriers within older people

- sensory impairments, e.g., vision, hearing, etc.

- physical distress, e.g., pain, thirst, etc.

- medication effects or pathologic conditions

- weak psychosocial function secondary to dementia or depression

- decreased contact with reality

Barriers to communication with older people

Barriers associated with carers or service providers

- poor listening skills
- insensitivity
- obstructive mannerisms
- false reassurances
- judgmental attitudes
- use of inproper names
- inarticulate speech
- use of trite remarks

Barriers to communication with older people

Barriers in the interview environment

- noisy environment and disturbances
- too much information at one time
- too many people talking at the same time

(Miller, 2003)

Strategies to enhance communication with older people

- positioning should be face-to-face
- make sure privacy
- provide good lighting
- reduce background noise
- using vision and hearing aids
- address older people in the way they prefer
- listen attentively

Strategies to enhance communication with older people

- rephrase the sentence or use different words in case they do not understand
- speak clearly
- speak directly to the older person
- take your time using one expression at a time
- use body language to facilitate communication

Strategies to enhance communication with older people

- use a tone of voice that is suitable to the conversation
- use silence properly
- recognise feelings
- get to know any hidden meanings

Strategies to enhance communication with older people

- encourage and reassure

- wait for a response to questions

- do not attempt to finish their sentences or thoughts for them

- use of humour

- avoid slang expressions

- use touch purposefully but beware of cultural and gender differences

(Family Caregiver Onlines, 2004; Miller, 2003)

Achieve an actively engaged older population

Achieve an actively engaged older population

- Morrow-Howell (2007) suggested three ways to achieve an actively engaged older population:
  - maintain a working life
  - participation in lifelong education
  - volunteering

Maintain a working life

Rationale:

- Older people may work longer, both for financial reasons and meaningful engagement.

- They are committed, reliable, satisfied and generous in assisting young people.

- They prefer to transition out of work more slowly.

(Morrow-Howell, 2007)

Participation in lifelong education

Rationale:

- Older people are eager to keep lifelong learning in older adulthood.

- They have the capacity to learn.

- They enjoy participating in intergenerational learning.

(Morrow-Howell, 2007)

Volunteering

Rationale:

- Older people gain benefits including improved life contentment and mental health as well as participating in physical and cognitive activity.

- Volunteering increases the capacity of older people to achieve tasks and could provide more services, such as transportation, meals delivery, etc.

(Morrow-Howell, 2007;
Hong, Morrow-Howell, Tang, & Hinterlong, 2008)

Conclusion

Conclusion

- Active engagement is a key element in successful ageing (Rowe & Kahn, 1998). This is good for older people and families, as well as communities and society.

- In order to increase the social and civic engagement of the older population, it is important to develop different strategies and programmes at family and community level.

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