



# AGING OUTLOOK AND SERVICE REPORT 2024



# TABLE OF CONTENTS

<b>Aging in America.....</b>	<b>3</b>
<b>North Carolina and Forsyth County.....</b>	<b>4</b>
<b>The Mission of Senior Services .....</b>	<b>4</b>
<b>Who We Serve.....</b>	<b>5</b>
<b>Senior Services Programs   Meals-on-Wheels .....</b>	<b>6</b>
<b>Senior Services Programs   Senior Lunch .....</b>	<b>7</b>
<b>Senior Services Programs   Home Care.....</b>	<b>8</b>
<b>Senior Services Programs   Living-at-Home .....</b>	<b>9</b>
<b>Senior Services Programs   Elizabeth and Tab Williams Adult Day Center .....</b>	<b>10</b>
<b>Senior Services Programs   Creative Connections/Memory Connections.....</b>	<b>11</b>
<b>Senior Services Programs   Aging Resources/Help Line .....</b>	<b>12</b>
<b>Needs by Zip Code.....</b>	<b>12</b>
<b>Volunteer Impact .....</b>	<b>13</b>
<b>Closing Statement .....</b>	<b>14</b>
<b>Sources .....</b>	<b>Back</b>



# A LOOK AT AGING IN AMERICA

In the U.S., the population of adults aged 65 and older numbered 54.1 million in 2019 (the most recent year for which data was available). This demographic represented 16% of the population, more than one in every seven Americans. Many of these older adults are part of the Baby Boomer generation. The baby boom includes people born from mid-1946 to 1964. In 2022, baby boomers were considered to be aged between 58-76.

## THE AGING PROFILE

Modern health care improvements have allowed many older adults to stay more active and healthier. Many remain in their own households instead of in retirement or assisted care communities, even living as caregivers to grandchildren.

According to the 2016 American Community Survey, there were more older females than older males in the country, with the disparity in numbers between the sexes increasing with age. With increasing age, women were less likely to be married or divorced but more likely to be widowed, reflecting a longer life expectancy relative to men. More than twice as many women aged 85 and older were widowed compared to men of the same age. The likelihood of living in a family household diminished with age. Older people were far more likely to live alone and in group quarters with age. This is perhaps due to widowhood and a lower rate of remarriage.

## HEALTH AND WELLNESS

Almost 95% of older adults in America have at least one chronic condition, with almost 80% having two or more. Serious difficulty walking or climbing stairs was the most prevalent disability for all older population age groups. The other most common difficulties include hearing, vision, self-care, and communication difficulties.

## INSURANCE AND INCOME

In 2020, 94% of adults over the age of 65 were covered by Medicare. Medicare covers mostly acute care services and requires beneficiaries to pay part of the cost, leaving about half of health spending to be covered by other sources. 50% of older adults had some type of private health insurance, 6% had military-based health insurance, 6% were covered by Medicaid, and 1% had no coverage.

Social Security was the most common form of income for those aged 65 and older. While about half of households with a householder 65 or older received retirement income, around 90 percent of these households received social security income. The percentage of people in poverty was lower for the population aged 65 and older than for the total population. A higher percentage of women than men were considered to be in poverty.

## CAREGIVING IN AMERICA

In 2017-2018, 40.4 million family caregivers provided unpaid care to a family or non-family member aged 65 and older. At the time, one in six non-caregivers of all ages expected to become caregivers within two years. This was perhaps due to the rapidly growing rate of older adults in the country.

# NORTH CAROLINA AND FORSYTH COUNTY

North Carolina ranks 8th in the United States for number of people 65 and older. The state currently has 85 counties with more adults aged 60 and older than children under age 18. Forsyth county is one of them. The percentage of older adults in Forsyth County is projected to increase by about 50% from 2020 to 2040.

According to U.S. Census Bureau estimates, the number of residents in Forsyth County 65 and over rose by about 9,000 people between 2014 and 2019. This group now makes up about 16 percent of the county's overall population.

In Winston-Salem specifically, adults aged 65 and up represented 14.5% of the city's estimated population of 250,320 as of 2021. According to a survey conducted in 2009, 79.9% of people 65 and over in Forsyth County owned their homes. That same survey revealed that nearly 7,000 adults 65 and over lived in the rural areas of Forsyth County. These numbers have likely increased since 2009 but the projection over the next 20 years is that older adults will migrate to more metropolitan areas.

According to a research study conducted by Age Friendly Forsyth, many older adults aged 60 and older have lived in Forsyth County for more than 50 years and are satisfied with Forsyth County as a place to live.

Age Friendly Forsyth also found that the most commonly cited services people age 60+ lack awareness of include home modification/repair services, caregiver relief services, senior lunch programs, and grocery delivery services.



## MISSION OF SENIOR SERVICES, INC.

For more than 60 years, Senior Services programs have been helping older adults age with dignity and live with purpose in our community.

Senior Services mission is to help older adults remain at home for as long as possible and to help them live with dignity. With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them.

Individuals who cannot afford to pay for services are of special concern to Senior Services and receive assistance to every extent possible through philanthropic contributions and available public funds.

## WHO WE SERVE

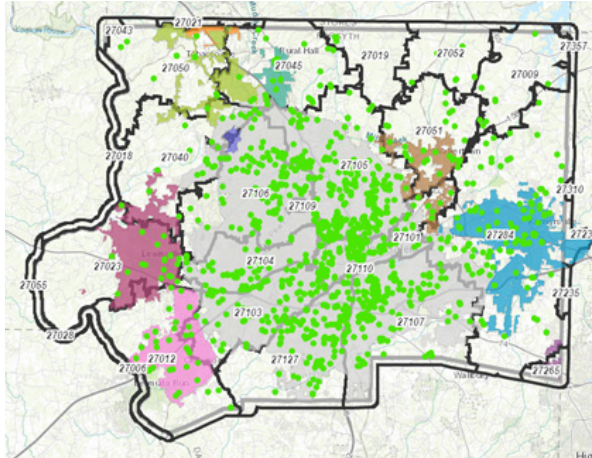
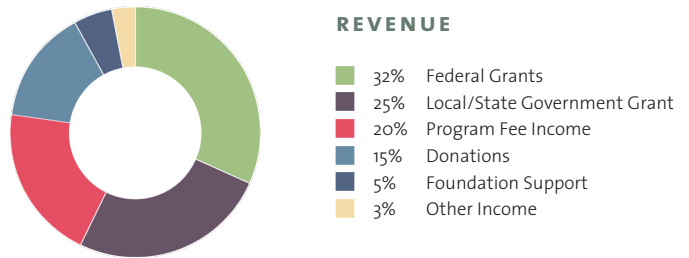


Image courtesy of Map Forsyth: <https://mapf.maps.arcgis.com/apps/webappviewer/index.html?id=2ae53ed4732d41b6866b8f29ee6efad6>

## HOW WE FUND OUR SERVICES



Based on a total budget of \$8,000,789 for fiscal year July 2022-June 2023

It takes a wide range of funding to meet the needs in our community. More information about providing support, along with audited financial statements can be found at [seniorservicesinc.org](http://seniorservicesinc.org).

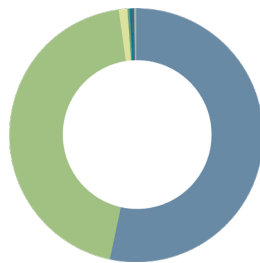
## SENIOR SERVICES TOTAL PARTICIPANT PROFILE



65% female



43% live alone



- Black..... 53%
- White ..... 44%
- Hispanic/Latinx..... 1%
- Asian..... <1%
- American Indian/Alaskan Native .. <1%
- Native Hawaiian/Pacific Islander.. <1%
- Other ..... <1%

58% are 75+

43% live below poverty line



13% veterans

In fiscal year 2022-2023 (July 1, 2022 to June 30, 2023), Senior Services served a total of 2,307 participants. Demographics and geographic locations of these participants are highlighted in the map and participant profile above.

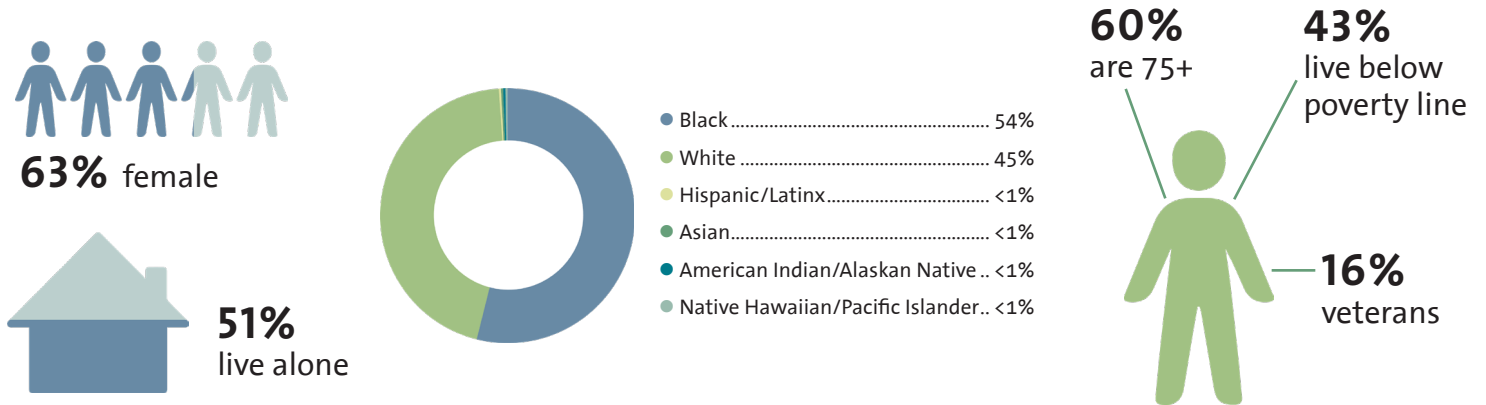
As the population of adults in Forsyth County has continued to age at a rapid rate, the need for aging services has greatly increased. The wait list for FY 22-23 saw as many as 302 older adults in a given month. Senior Services aims to provide needed services to all older adults and move them from the wait list and into the service as quickly as possible. The average number of days spent on the wait list decreased from 123 days in the first half of the fiscal year to 91 days in the second half.

For the fiscal year, we saw the greatest need for Home Care and Meals-on-Wheels services. Home Care has a limited number of occupancies allowed and staff are continuously reassessing current participants as well as new potential participants to ensure that spots are being filled appropriately. Meals-on-Wheels routes have a limited number of spots available per route. The team has been busy creating new routes when possible and delivering frozen meals in the interim for those who are still waiting for a spot to open on a hot route.

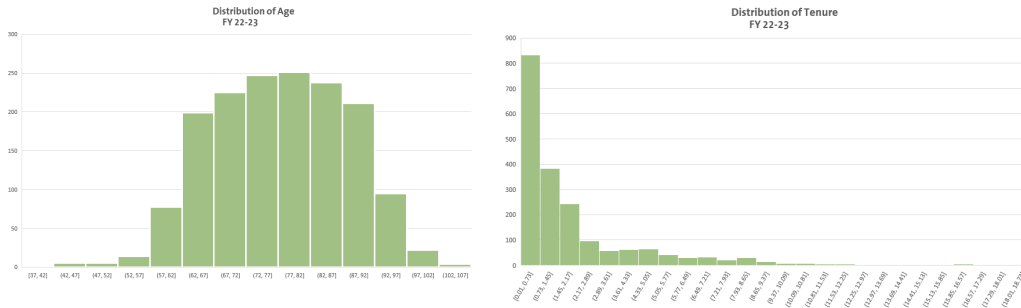
# SENIOR SERVICES PROGRAMS | MEALS-ON-WHEELS

FY 22-23 | 1,521 participants served and 229,339 meals provided

## MEALS-ON-WHEELS PARTICIPANT PROFILE



## AVERAGE AGE: 78 | AVERAGE TENURE: 1.9 YEARS



### Top 3 reasons for leaving the program: Services Canceled/not needed, deceased, and moved to assisted living facility

According to research conducted by Age Friendly Forsyth, most aging adults are facing wellness-related challenges such as not consuming enough fruits and vegetables. Many have also mentioned a lack of awareness around home delivery of groceries and meals. Meals-on-Wheels can help to ease these challenges for many older adults.

Many local seniors experience great difficulty leaving home and find it challenging to obtain and/or prepare healthy meals. Hundreds have no one to talk with or check on them on a regular basis. Participants look forward to hot meals and warm smiles from volunteers each weekday. The meals and the visits help them to stay healthy and independent longer. Meals-on-Wheels operates three nutrition programs to assist older adults in Forsyth County: hot meals, groceries, and frozen meals.

Every year, Senior Services conducts an annual Meals-on-Wheels participant satisfaction survey. The survey results found that 98% of participants feel that the program has helped them to eat healthier foods, 96% feel that the program has helped them to achieve or maintain a healthy weight, 97% feel that the program has helped to improve their health and feel better, and 99% feel that the program has helped them to continue to live at home.

# SENIOR SERVICES PROGRAMS | SENIOR LUNCH

FY 22-23 | 160 participants served and 12,216 meals provided

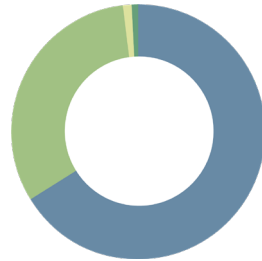
## SENIOR LUNCH PARTICIPANT PROFILE



68% female



65% live alone



- Black..... 66%
- White ..... 32%
- American Indian/Alaskan Native .. ~1%
- Asian..... <1%

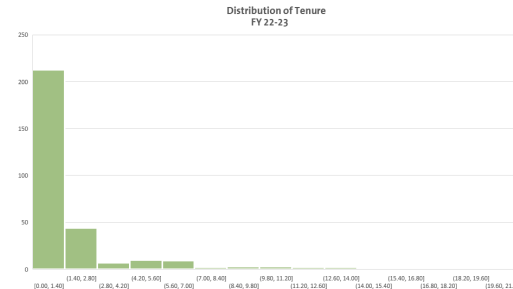
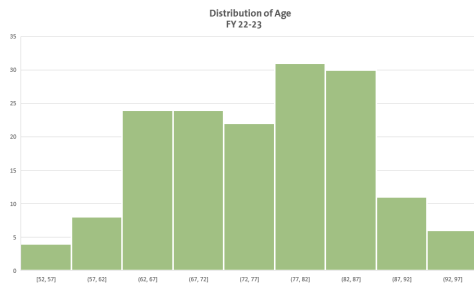
58% are 75+

29% live below poverty line



13% veterans

## AVERAGE AGE: 76 | AVERAGE TENURE: 1.6 YEARS



### Top 3 reasons for leaving the program: Lack of attendance, moved/relocated, no longer needed help

The research of Age Friendly Forsyth found that many older adults have mentioned a lack of awareness of senior lunch programs. Many have also mentioned a lack of sense of community while living in Forsyth County. Senior Lunch can help to ease these challenges for many older adults.

Seniors often lose touch with friends and companions as they grow older and become more isolated. The Senior Lunch program of Senior Services provides a warm, friendly atmosphere and a hearty lunch for seniors three days a week at four sites throughout Forsyth County. The meals, health screenings and health information provide nourishment for the body, but the socialization, arts and crafts, music and fun provide nourishment for the spirit.

According to our annual Senior Lunch participant satisfaction survey, 100% of participants responded that their Senior Lunch site is a place where they feel comfortable. Additionally, 89% of participants feel that the Senior Lunch program helps them to eat healthier foods, 85% feel the program helps them to achieve or maintain a healthy weight, 90% feel the program has helped them to improve their health, 93% responded that the program helps them feel better, and 94% feel that the program has helped them to continue to live at home.

# SENIOR SERVICES PROGRAMS | HOME CARE

FY 22-23 | 225 participants served and 24,126 in-home service hours provided

## HOME CARE PARTICIPANT PROFILE



75% female



37% live alone



Black ..... 54%  
White ..... 46%

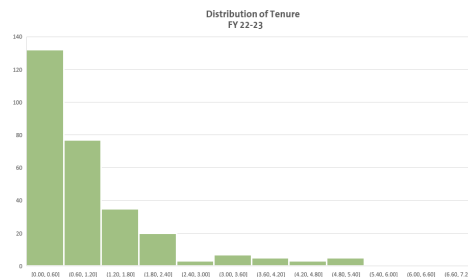
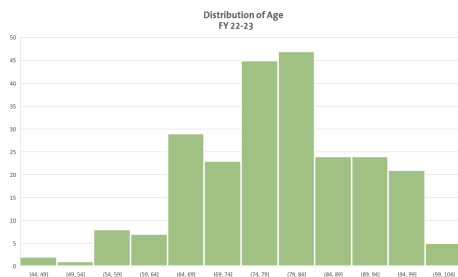
70% are 75+

21% live below poverty line



10% veterans

## AVERAGE AGE: 80 | AVERAGE TENURE: 1 YEAR



**Top 3 reasons for leaving the program:  
Deceased, placed in nursing facility, exceeded long hold**

Age Friendly Forsyth found that many older adults in Forsyth County have home repair/modification needs such as minor repairs, help with uncluttering, and grab bar installation. Many in the county lack knowledge of caregiver availability and cost of caregiver relief services. The Home Care program at Senior Services can help to provide much needed relief to these adults.

Many seniors who have difficulty leaving their home in Forsyth County are also in great need of help with the daily activities that most of us take for granted. Through our Home Care program, a registered nurse works with seniors and their families to develop a care plan that is carried out by a qualified Certified Nursing Aide (CNA). Once service begins, the nurse visits at least every 90 days to monitor services provided. With regular care from a qualified aide from Senior Services, older adults can remain at home, living with dignity, and their caregivers can get a much-needed break.

According to our annual Home Care participant satisfaction survey, 100% of respondents (participant or caregiver) were satisfied with the level of care that they have received through the program. 100% of respondents also said that they would recommend our services.



# SENIOR SERVICES PROGRAMS | LIVING-AT-HOME

FY 22-23 | 227 participants and 5,176 case management hours provided

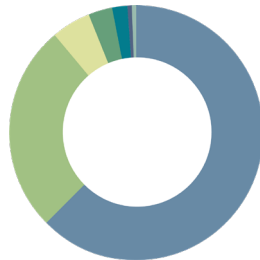
## LIVING-AT-HOME PARTICIPANT PROFILE



68% female



34% live alone



- Black ..... 62%
- White ..... 26%
- Hispanic/Latinx ..... 5%
- Other ..... 3%
- Asian ..... 2%
- American Indian/Alaskan Native .. <1%
- Native Hawaiian/Pacific Islander .. <1%

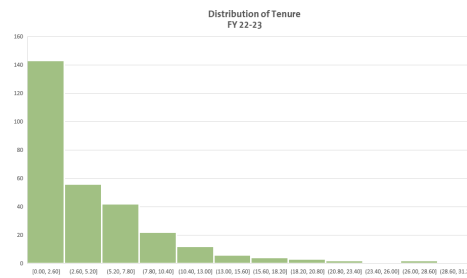
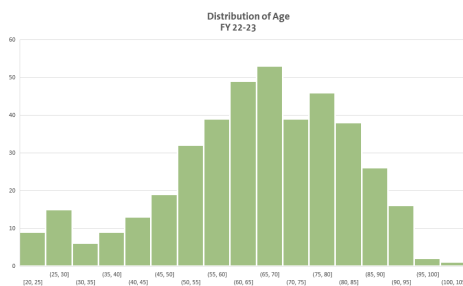
35% are 75+

86% live below poverty line



5% veterans

## AVERAGE AGE: 65 | AVERAGE TENURE: 4.4 YEARS



### Top 3 reasons for leaving the program: Deceased, placed in nursing facility, ineligible

According to the research conducted by Age Friendly Forsyth partners, most aging adults are facing challenges such as falls that result in injury. About 54% of older adults in Forsyth County have pain that ‘sometimes’ or ‘often’ keeps them from doing their usual activities. 25% also use a mobility device including walkers, canes, wheelchairs, and scooters.

Adults living with disabilities who are Medicaid eligible have special concerns and often need assistance at home with daily activities like eating, dressing, bathing, transferring (walking), toileting, and other routine tasks. With help from Senior Services’ Living-at-Home program, through the Community Alternatives Program for Disabled Adults (CAP/DA or CAP/Choice), disabled adults can remain at home and receive the nourishment and care they need to live with dignity.

According to our annual Living-at-Home participant satisfaction survey results, 100% of participants rate their level of satisfaction with the program as ‘Good’, ‘Very Good’, or ‘Excellent’. 100% of participants responded that they would recommend our services to a friend or family member.

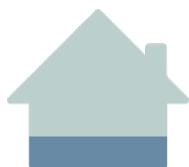
# SENIOR SERVICES PROGRAMS ELIZABETH AND TAB WILLIAMS ADULT DAY CENTER

FY 22-23 | 194 participants and 15,319 attendance days served

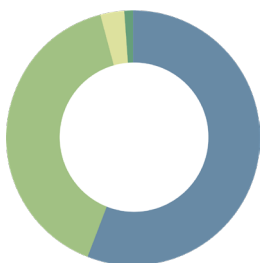
## WILLIAMS CENTER PARTICIPANT PROFILE



63% female



27% live alone



- White .....56%
- Black .....40%
- Hispanic/Latinx..... 3%
- Asian..... 1%

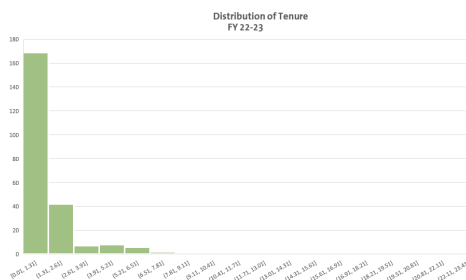
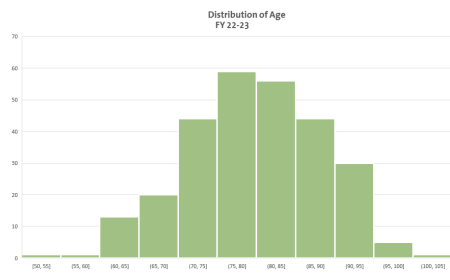
70% are 75+

22% live below poverty line



25% veterans

**AVERAGE AGE: 80 | AVERAGE TENURE: 1.3 YEARS**



**Top 3 reasons for leaving the program:  
Moved to assisted living facility, placed in nursing facility, lack of attendance**

When memory loss occurs, many seniors avoid socialization and become more isolated. In Forsyth County people living with Alzheimer’s disease or other forms of dementia have a better choice. The award-winning Elizabeth and Tab Williams Adult Day Center provides a safe, fun, and structured day program that brings meaning and friendship to each participant in a nurturing environment.

According to our annual Willams Adult Day Center participant survey results, 91% of caregivers responded that enrollment at the center has improved their loved one’s quality of life—including mental and/or emotional attitude (level 3 or above on a scale of 1-5). 93% of caregivers responded that enrollment at the center has improved their own quality of life as the caregiver—including mental and/or emotional attitude (level 3 or above on a scale of 1-5). 98% of caregivers responded that they were likely or very likely to recommend the center to a friend or family member.

# SENIOR SERVICES PROGRAMS

## CREATIVE CONNECTIONS/MEMORY CONNECTIONS

FY 22-23 | roughly **130** participants served and **3,966** activities provided



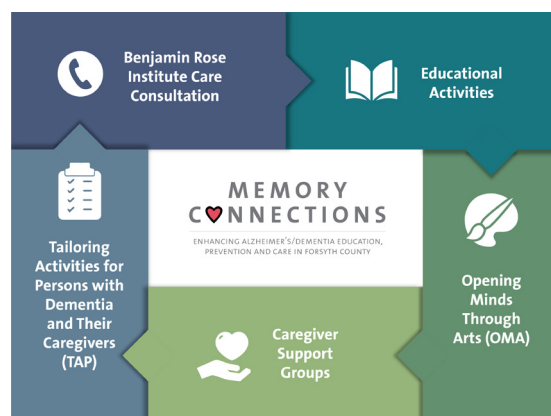
Research has demonstrated that arts and creativity focused activities promote healthy aging. Participation in the arts has been shown to lower the risk of the onset of dementia, decrease perceptions of pain, help to relieve stress, and improve mood. Additionally, participating in the arts decreases social isolation and provides meaning and purpose as individuals have a need to engage in self-expression.

At Senior Services, older adults are encouraged to participate in Creative Connections art activities free of charge. The classes are designed for people of all artistic backgrounds, including people with no experience in the arts at all. Since February 2022, there have been 170 participants in these activities including acting lessons, visual arts classes, and hand drumming lessons. 100% of those participants said that the class they attended met or exceeded their expectations. 20% of participants reported that they felt stressed or anxious before the class; 0% reported feeling stressed or anxious after the class. 94% of participants agreed that their class helped them express themselves in a new way and 89% of them will seek out art activities again.

The Memory Connections project, funded by a grant from the Administration for Community Living, is designed to help expand and improve our community's ability to care for and support people living with Alzheimer's Disease and other dementias.

Memory Connections focuses on:

- Identifying people living alone who may have dementia and connecting them with services
- Educating communities that are at high risk of developing dementia
- Providing education and support to people caring for a loved one with dementia



Through services like BRI (Benjamin Rose Institute) Care Consultation, TAP (Tailoring Activities for Persons with Dementia and Their Caregivers), OMA (Opening Minds Through Arts), caregiver support groups, and various educational activities, Memory Connections has been able to make a positive impact on older adults living with Alzheimer's and dementia and their caregivers. Amongst OMA participants this fiscal year, 22% shared that their mood increased after participating in an arts-based activity. Caregivers who participated in caregiver support groups showed a 41.5% increase in their own well-being after joining the group at the Senior Services' Shorefair location. Caregiver well-being also increased by about 15% for those who participated in TAP.

# SENIOR SERVICES PROGRAMS AGING RESOURCES/HELP LINE

FY 22-23 | 13,300 contacts, referrals, and assistance

When seniors or caregivers need answers about issues impacting their daily lives, connecting with Help Line at Senior Services can provide vital information.



Those who contact the Help Line can receive information on the below topics and more:

- Transportation (for medical care, to shop for food)
- Help in the home with personal care
- Meals and nutrition programs
- Housekeeping and sitter services
- Resources for home modification and home repair services
- Information on housing options, including nursing home placement
- Recreation and volunteer opportunities

Aging Resources and Help Line averaged about 1,100 calls and contacts per month this fiscal year.

According to our annual Help Line satisfaction survey results, 95% of those who received information and/or referral felt that the Help Line was helpful, 90% felt that the Help Line helped them understand their options, 97% would use the Help Line again and would recommend it to others.

The table below indicates the most prominent needs of the callers accessing our Aging Resources department for the last fiscal year, broken down by zip code. As highlighted below, food insecurity for older adults has increased across the county. Also, the need for affordable assistance with personal care continues to increase. We are working diligently to help assess and address these needs in our community.

ZIP	#1	#2	#3
27101	Meals-on-Wheels	Personal Care	Chore/Transportation
27103	Meals-on-Wheels	Personal Care	Chore
27104	Meals-on-Wheels	Personal Care	Chore/Memory Connections
27105	Meals-on-Wheels/Personal Care	Legal/Transportation	Chore/Home Repairs
27106	Meals-on-Wheels/Personal Care	Transportation	Legal/Call Connections
27107	Meals-on-Wheels	Personal Care/Chore	Home Repairs
27019	Personal Care	Transportation	N/A
27050	Meals-on-Wheels	Personal Care/Chore	Directory/Adult Day Care
27012	Meals-on-Wheels	Personal Care/Directory	Transportation/Housing/Adult Day Care/Support Groups
27127	Meals-on-Wheels	Personal Care/Directory	Chore/Legal/Support Groups
27284	Meals-on-Wheels	Personal Care/Chore	Medicaid/Adult Day Care
27023	Meals-on-Wheels	Chore	Directory/Adult Day Care
27040	Meals-on-Wheels	Personal Care	Chore
27045	Meals-on-Wheels	Personal Care/Directory	Home Repairs/Transportation/Memory Connections
27051	Meals-on-Wheels	Personal Care/Chore	Respite
27052	Transportation	Personal Care/Chore/Housing	Medicaid
27009	Meals-on-Wheels	Directory (Information)	Transportation/Medicare

# VOLUNTEER IMPACT

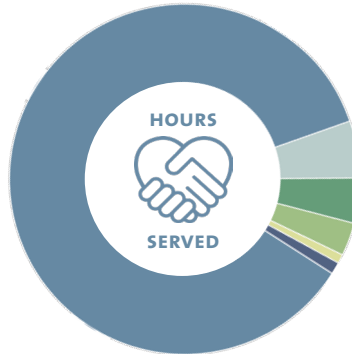
FY 22-23

Volunteers are a pillar of support for Senior Services, and for the older adults participating in our programs.

**1,174** TOTAL VOLUNTEERS

▶ **47,030** HOURS

▶ **\$1,404,315.80**  
ESTIMATED VALUE OF  
VOLUNTEER TIME



- **40,321** MEALS-ON-WHEELS
- **2,462** WILLIAMS ADULT DAY CENTER
- **1,921** CREATIVE CONNECTIONS
- **1,524** OFFICE & ADMINISTRATION
- **408** SENIOR LUNCH
- **394** MEMORY CONNECTIONS



**970** volunteers delivered **229,339** meals and moments of connection through Meals-on-Wheels.

## IT ALL ADDS UP!

**1** route per month = about **120** meals per year

**1** route per week = about **520** meals per year

**98.8%** of Meals-on-Wheels participants say their home-delivered meals help them stay at home.

“ Love this program, I also love to see someone that has a smile on their face every day. ”

-Anonymous, Meals-on-Wheels participant

**77** groups engaged in volunteer service:

- ▶ Led **72** activities at the Williams Adult Day Center
- ▶ Delivered **2,925** Meals-on-Wheels routes totaling around **29,250** meals
- ▶ Sorted **25,829** comfort and care items during the Christmas in July and Remember in December item drives.

“ I love seeing the new young [volunteer] faces and feeling the energy they bring. ”

-Donna, Williams Adult Day Center participant



Image courtesy of Winston-Salem State University Occupational Therapy

## CLOSING STATEMENT

Senior Services programs are aimed at helping older adults remain at home aging with dignity and living with purpose. As our community ages at an unprecedented rate, the need for the programs and services provided by our agency continues to grow. We know it takes all of us, working together, to help older adults age in our community. The organization has a long history of anticipating, adapting, and responding to the growing and changing needs of seniors and their families; and remains poised and ready to work collaboratively throughout our community to help ensure the topic of aging is elevated and the needs of older adults remain at the forefront.



For more information about Senior Services and how you can support the movement to help older adults age with dignity and live with purpose visit [seniorservicesinc.org](https://seniorservicesinc.org).





**Elizabeth and Tab Williams Adult Day Center**

**Meals-on-Wheels**

**Help Line**

**Home Care**

**Senior Lunch**

**Living-at-Home**

**Elder Care Choices**

**Age-Friendly Forsyth**

**Creative Connections**

**2895 SHOREFAIR DRIVE | WINSTON-SALEM, NC 27105 | SENIORSERVICESINC.ORG**

**f SENIORSERVICESINC** **@ SRSERVICESINC** **X SRSERVICESINC** **▶ FORSYTHSENIORSRSVS**

---

## **SOURCES**

2021 Profile of Older Americans. (2022).

[acl.gov/sites/default/files/Aging%20and%20Disability%20in%20America/2020ProfileOlderAmericans.Final\\_.pdf](https://acl.gov/sites/default/files/Aging%20and%20Disability%20in%20America/2020ProfileOlderAmericans.Final_.pdf)

The Population 65 Years and Older in the United States: 2016. (2018) American Community Survey Reports.

[census.gov/content/dam/Census/library/publications/2018/acs/ACS-38.pdf](https://census.gov/content/dam/Census/library/publications/2018/acs/ACS-38.pdf)

American Community Survey (ACS). 2017-2021. (2021).

[census.gov/programs-surveys/acs](https://census.gov/programs-surveys/acs)

Forsyth County Neighborhood Opportunity Atlas. Economic Well-Being. Data Details.

[fchnoa.org](https://fchnoa.org)

Census Reporter. BG 2 , Tract 14, Forsyth, NC. ACS 2021.

[censusreporter.org/profiles/15000US370670014002-bg-2-tract-14-forsyth-nc](https://censusreporter.org/profiles/15000US370670014002-bg-2-tract-14-forsyth-nc)

UnitedStatesZipCodes.org. (2023).

[unitedstateszipcodes.org](https://unitedstateszipcodes.org)

Senior Services Program Participants. Map Forsyth. (2023).

[mapf.maps.arcgis.com/apps/webappviewer/index.html?id=2ae53ed4732d41b6866b8f29ee6efad6](https://mapf.maps.arcgis.com/apps/webappviewer/index.html?id=2ae53ed4732d41b6866b8f29ee6efad6)

United States Census Bureau. North Carolina [Data Files].

[data.census.gov/cedsci](https://data.census.gov/cedsci)

Age Friendly Forsyth. Age Friendly Forsyth Full Report [Research Report]. (2023).

[agefriendlyforsyth.org](https://agefriendlyforsyth.org)

NC Department of Health and Human Services. North Carolina's Aging Population. Division of Aging and Adult Services. (2020).

[ncdhs.gov/state-demographic-slides-2020pdf](https://ncdhs.gov/state-demographic-slides-2020pdf)