

Reaching Rural Elders with Disabilities: Barriers and Strategies

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Funding Sources

- National Institute on Disability and Rehabilitation Research
- Disability and Health Team, Centers for Disease Control

Aim

- Data to help you know the target population.
- Concrete ideas to extend your reach.
- Framework for thinking about outreach.



Background

- Living Well with a Disability
- Recruitment
- Barriers
- Cost-Benefit



Know Your Target

Research Question

What are the central barriers to accessing services for a rural target audience?

Two recruitment studies

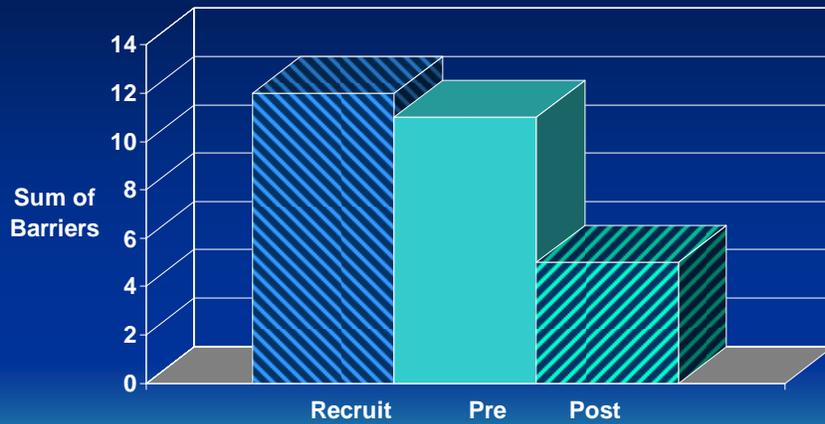
Recruitment into exercise

Recruitment into an educational program

Barriers to Participation

Barrier	Exer	Educ
I get tired easily.	1	1
I have pain when I do too much.	2	2
My disability limits me too much these days.	3	3
The weather is often too bad to get out.	4	7
I will need someone to help me.	12	4

Predicted vs. Experienced Barriers



Passive vs. Active Outreach

- Passive Marketing materials must lead to:
 - an understanding and appreciation of the product
 - an accurate cost-benefit assessment
 - an appropriate response
- Active Marketing can:
 - build understanding and appreciation
 - assess potential costs and benefits
 - follow-up for appropriate response

Active Outreach

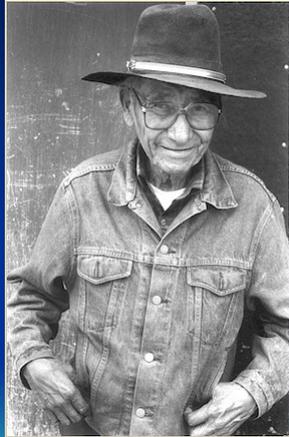
Active outreach involves talking with people to help them understand the costs and benefits of participation. Useful for partners and end consumers.



4 Steps of Active Marketing

1. Listen
2. Ask permission to give advice
3. Summarize
4. Point the way to action

Listen



To understand perceived costs and benefits we must listen carefully.

“It sounds like just thinking about LTC just wears you out.”

Ask permission to give advice

For the most part, we don't like to be told what to do, even when it's right.

“Would you mind if I described how the ADRC spells out LTC options.”



Summarize



Summarize, focusing on costs and benefits.

“It sounds like thinking about LTC has been draining for you. Our ADRC counselors can help make LTC decisions easier.”

Point the Way

Ask permission to describe actionable steps to participation.

“Would you like me to tell you how you can reach one of our counselors.”



Pulling it Together

- Know the barriers to participation (Cultural, Rural, etc.)
- Produce good passive marketing materials taking into account barriers, perceived costs and perceived benefits.
- Use active marketing to increase understanding, decrease perceived barriers and increase perceived benefits of participation.

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