GREATER NASHVILLE
REGIONAL COUNCIL

TENNESSEE FEDERATION FOR THE AGING

USING DATA TO ASSESS NEEDS AND INFORM OUTREACH EFFORTS

Rachel Solava, Outreach & Advocacy Coordinator | October 26, 2022

About the Greater Nashville Regional Council

- 1 of 9 Development Districts
- Represents 13 counties and 52 cities across Middle Tennessee
- 93 Regional Council Members
- 80+ Professional Staff Members

What We Do

GNRC facilitates cooperative policy-making in order to prioritize state and federal investments into area social services and public infrastructure; and provides a public forum for Middle Tennesseans to shape regional decisions.

GNRC convenes elected leadership and local practitioners to brainstorm strategies for improving quality of life.

GNRC provides staff support and technical assistance to communities across Middle Tennessee.

Federal and State Designations

Designated by the **U.S. Economic Development Administration** as the region's economic development district

Designated by the **Tennessee Commission on Aging and Disability** as the **Area Agency on Aging and Disability**

Federally-designated as the **regional transportation planning organization** for Middle Tennessee

Aging and Disability Services

Information and Assistance Helpline

Medicare Counseling

Home and Community Based Services

Conservatorship and Legal Aid

Transportation Services

Innovations in Aging Symposium

The West End Home Foundation's mission is to enrich the lives of older adults through grantmaking, advocacy, and community collaboration.

Partners include:

- Grantmakers in Aging
- Interfaith Dental
- FiftyForward
- AgeWell Middle Tennessee
- Nashville Public Library

Why Data Matters

- Communicates Realities
- Builds Credibility
- Improves Decision Making
- Impacts Revenue Sources
- Track Outcomes

How We're Using Data

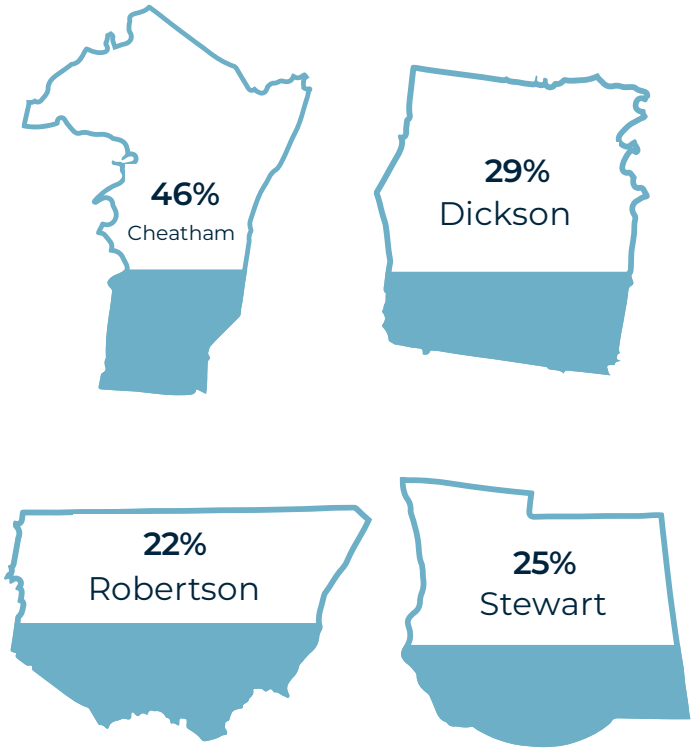
40%

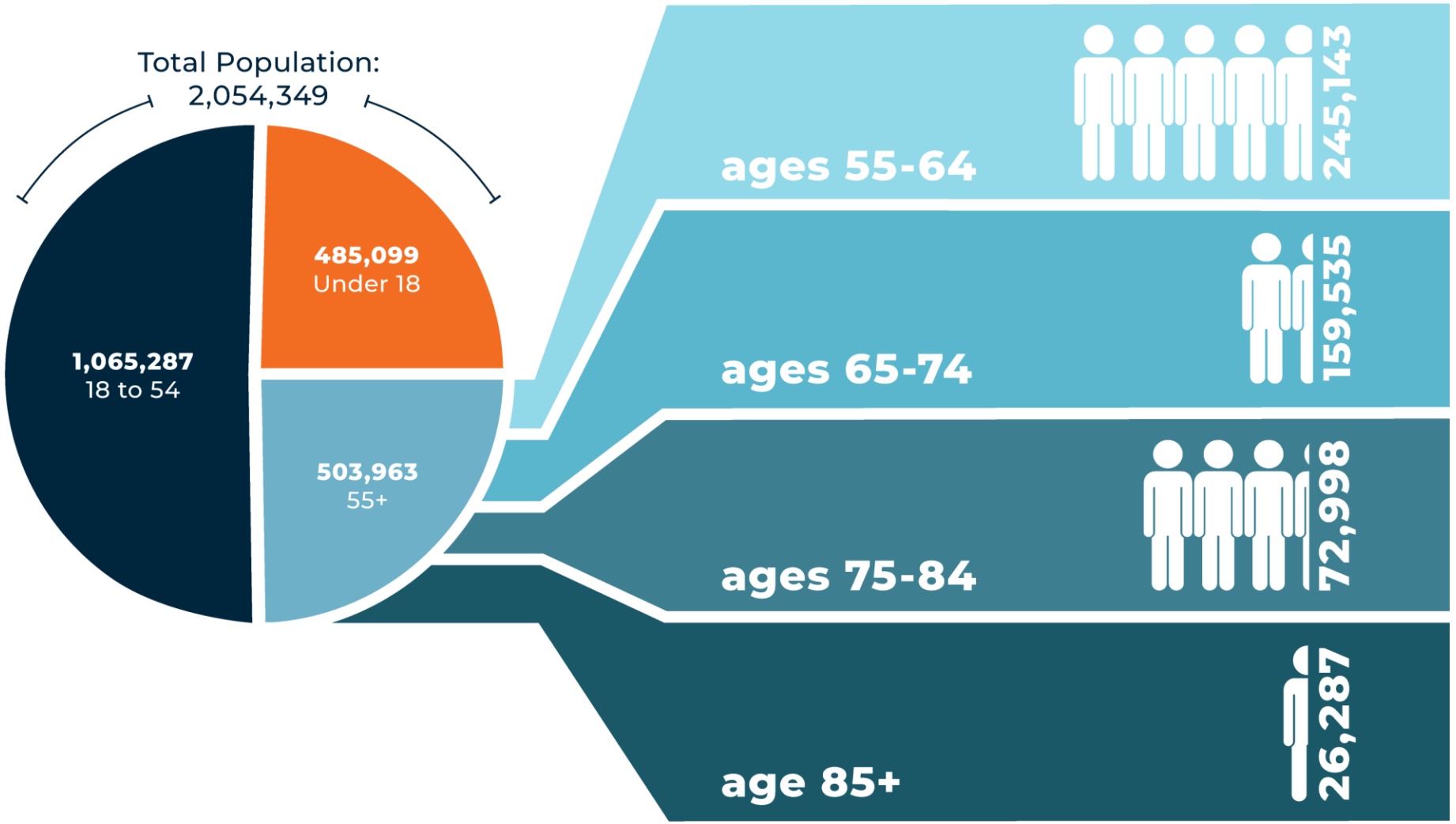
of the region's grandparents are 60+

15%

are the primary caregiver for their grandchild

Proportions are higher in **rural counties.**




Total Population:
2,054,349
485,099
Under 18
1,065,287
18 to 54
503,963
55+
ages 55-64
245,143
ages 65-74
159,535
ages 75-84
72,998
age 85+
26,287

Road map to becoming a 'numbers person'

- Understanding the census
- Using data.census.gov
- Evaluating data
- How to use data in your work

How to Find Data

- **US Census Bureau**
  data.census.gov

- **American Community Survey** (ACS)
  census.gov/programs-surveys/acs

- **Tennessee State Data Center**
  tnsdc.utk.edu

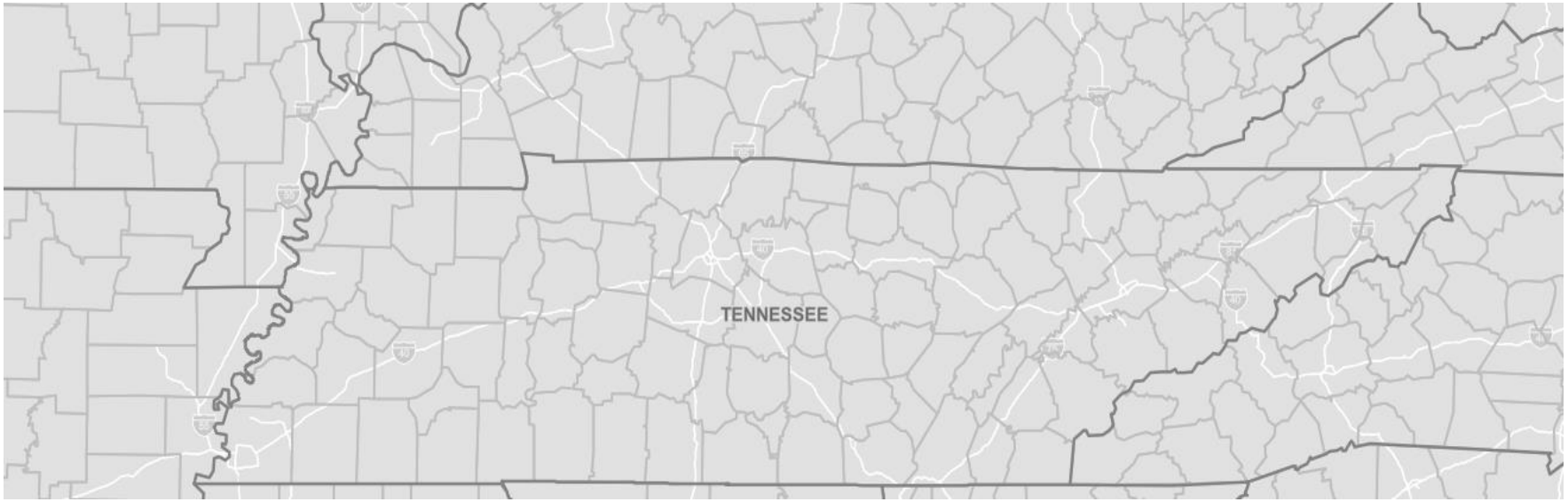
- **National Historical Geographic Information System**
  nhgis.org

Geography Entities

Understanding how data is broken down can make information easier to find.

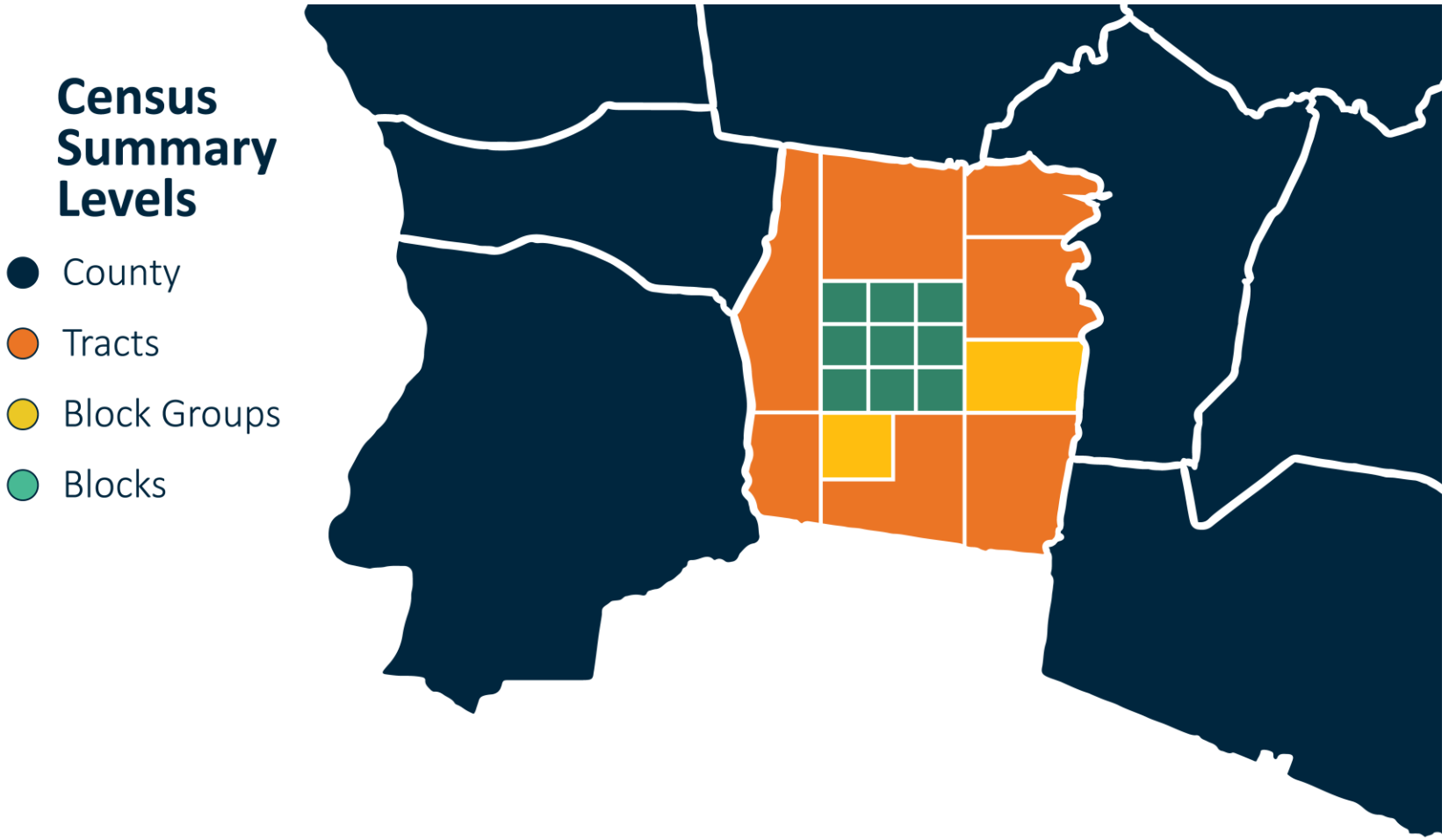
- **Legal/Administrative**
  - States
  - Counties
  - Congressional Districts
  - Incorporated Places
- **Statistical**
  - Census Tracts
  - Metropolitan Statistical Areas (MSA)
  - Urban Areas
  - Census Designated Places

Geography: States and Counties

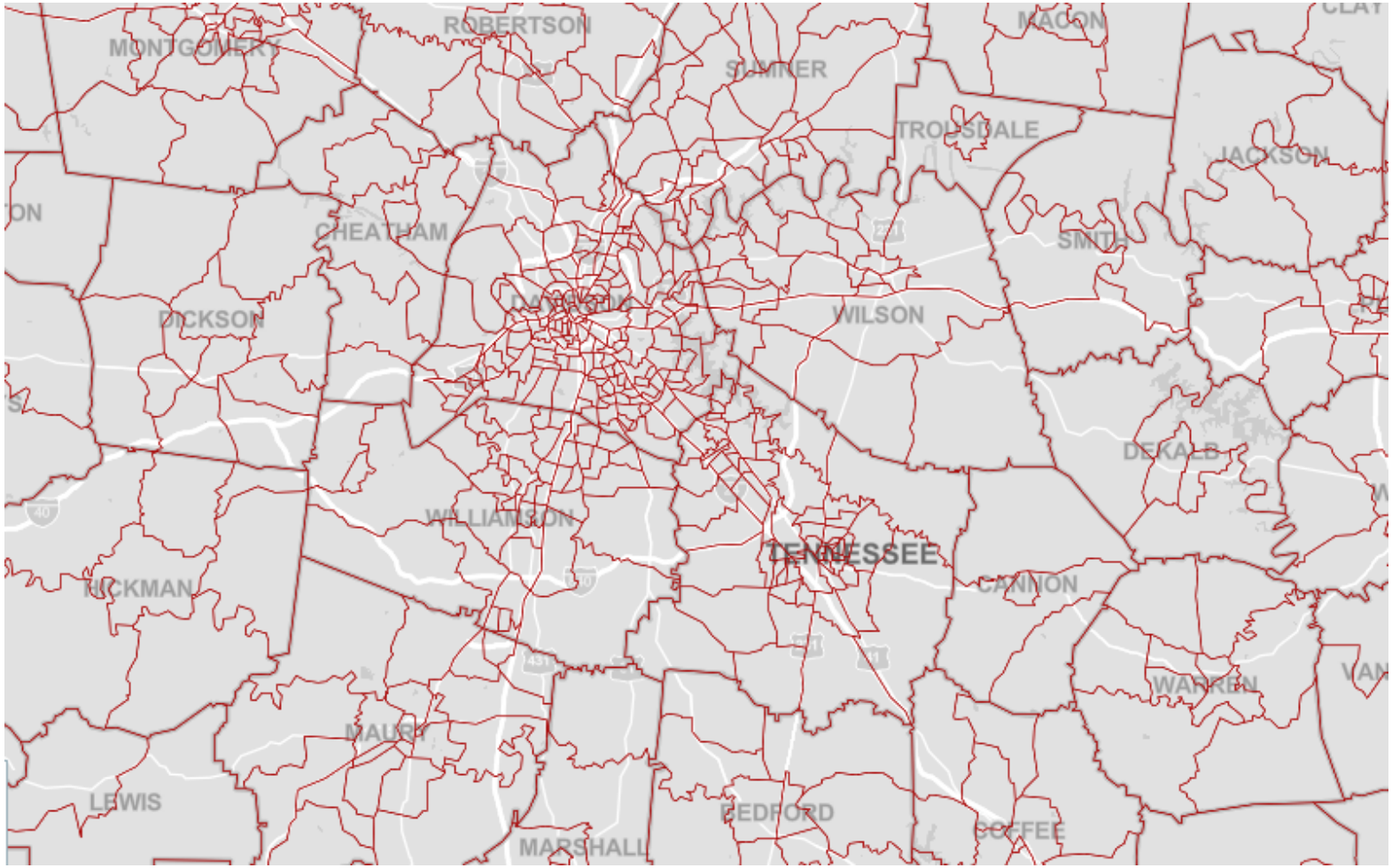


Geography: MSA

Geography



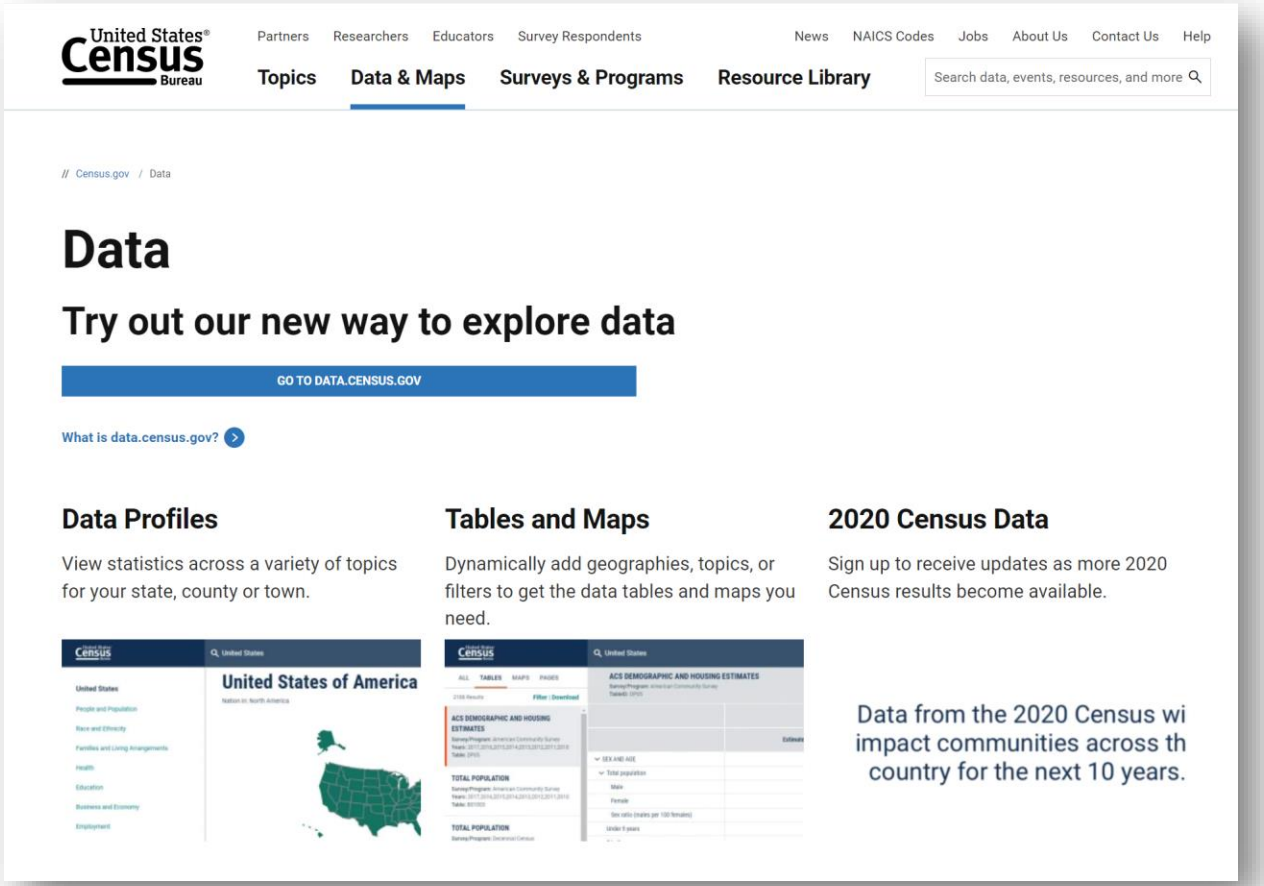
Geography: Tracts



Typical Demographics

- Age
- Race/Ethnicity
- Income
- Disability

Data.census.gov



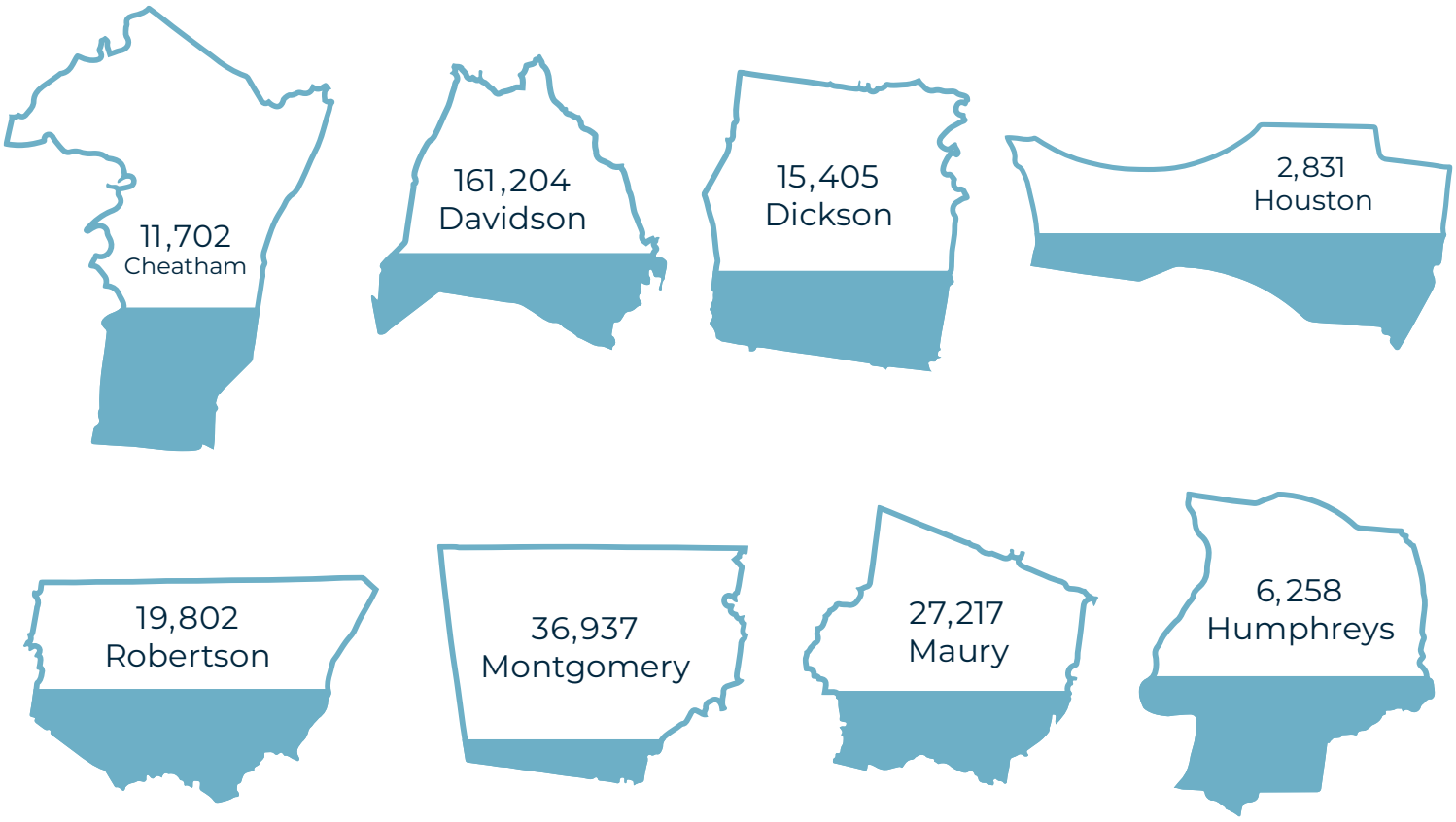
How to use Data.census.gov

Evaluating Data

- Compare to national numbers, state, and/or peer groups
- Compare raw value or proportion/percentage

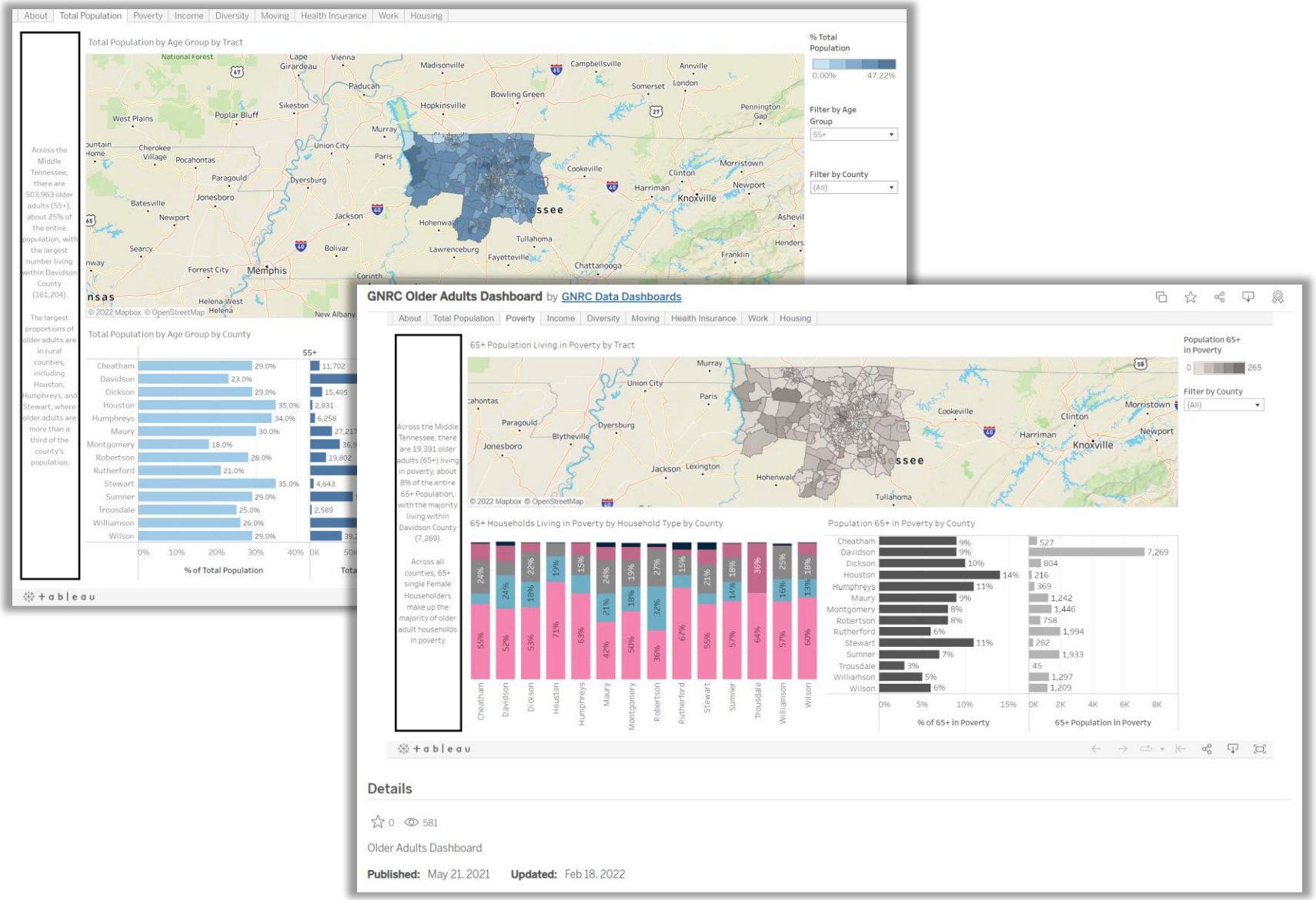
For example, do we have a higher proportion of older adults in rural areas while services are concentrated in urban areas?

Example of Raw Value vs. Proportions



Using Data

- Share with partners
- Support regional plans like Area Plan
- Use as a call to action with stakeholders
- Support grant applications


About
Total Population
Poverty
Income
Diversity
Moving
Health Insurance
Work
Housing
Total Population by Age Group by Tract
% Total Population
0.00%
47.22%
Filter by Age Group
55+
Filter by County
(All)
Across the Middle Tennessee, there are 503,963 older adults (55+), about 25% of the entire population, with the largest number living within Davidson County (161,204).
The largest proportions of older adults are in rural counties, including Houston, Humphreys, and Stewart, where older adults are more than a third of the county's population.
© 2022 Mapbox © OpenStreetMap
Total Population by Age Group by County
55+
Cheatham 29.0% 11,702
Davidson 23.0%
Dickson 29.0% 15,405
Houston 35.0% 2,831
Humphreys 34.0% 6,258
Maury 30.0%
Montgomery 18.0%
Robertson 28.0% 19,802
Rutherford 21.0%
Stewart 35.0% 4,643
Sumner 29.0%
Trousdale 25.0% 2,589
Williamson 26.0%
Wilson 29.0%
% of Total Population
GNRC Older Adults Dashboard by GNRC Data Dashboards
65+ Population Living in Poverty by Tract
Population 65+ in Poverty
0
265
Filter by County
(All)
Across the Middle Tennessee, there are 19,391 older adults (65+) living in poverty, about 8% of the entire 65+ Population, with the majority living within Davidson County (7,269).
Across all counties, 65+ single Female Householders make up the majority of older adult households in poverty.
© 2022 Mapbox © OpenStreetMap
65+ Households Living in Poverty by Household Type by County
Population 65+ in Poverty by County
Cheatham 9% 527
Davidson 9% 7,269
Dickson 10% 804
Houston 14% 216
Humphreys 11% 369
Maury 9% 1,242
Montgomery 8% 1,446
Robertson 8% 758
Rutherford 6% 1,994
Stewart 11% 282
Sumner 7% 1,933
Trousdale 3% 45
Williamson 5% 1,297
Wilson 6% 1,209
% of 65+ in Poverty
65+ Population in Poverty
Details
0
581
Older Adults Dashboard
Published: May 21, 2021
Updated: Feb 18, 2022

Data-Informed Outreach

All for Antioch Initiative

“The survey results provided a springboard for next steps like resource outreach to faith centers and health providers, continuing drive-through events for resource info and COVID kits, and resource mapping to address priority areas and access to food, transportation, and leisure.”

- Grace Smith, Executive Director, AgeWell

Senior Center Profiles

Percent of Population that is Veteran

4.8%
LaVerge Senior Center 5 Mile Radius

5.5%
Rutherford County, TN

6%
GNRC Region

Veteran Population

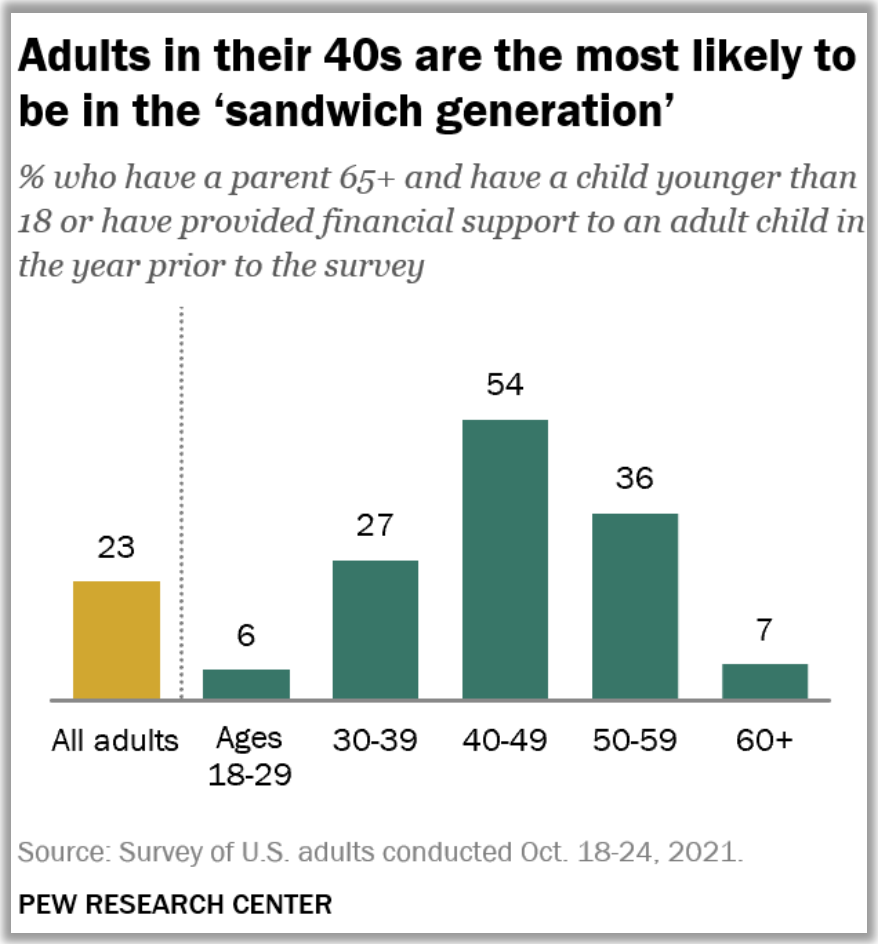
5,362
People
LaVerge Senior Center 5 Mile Radius

17,924
People
Rutherford County, TN

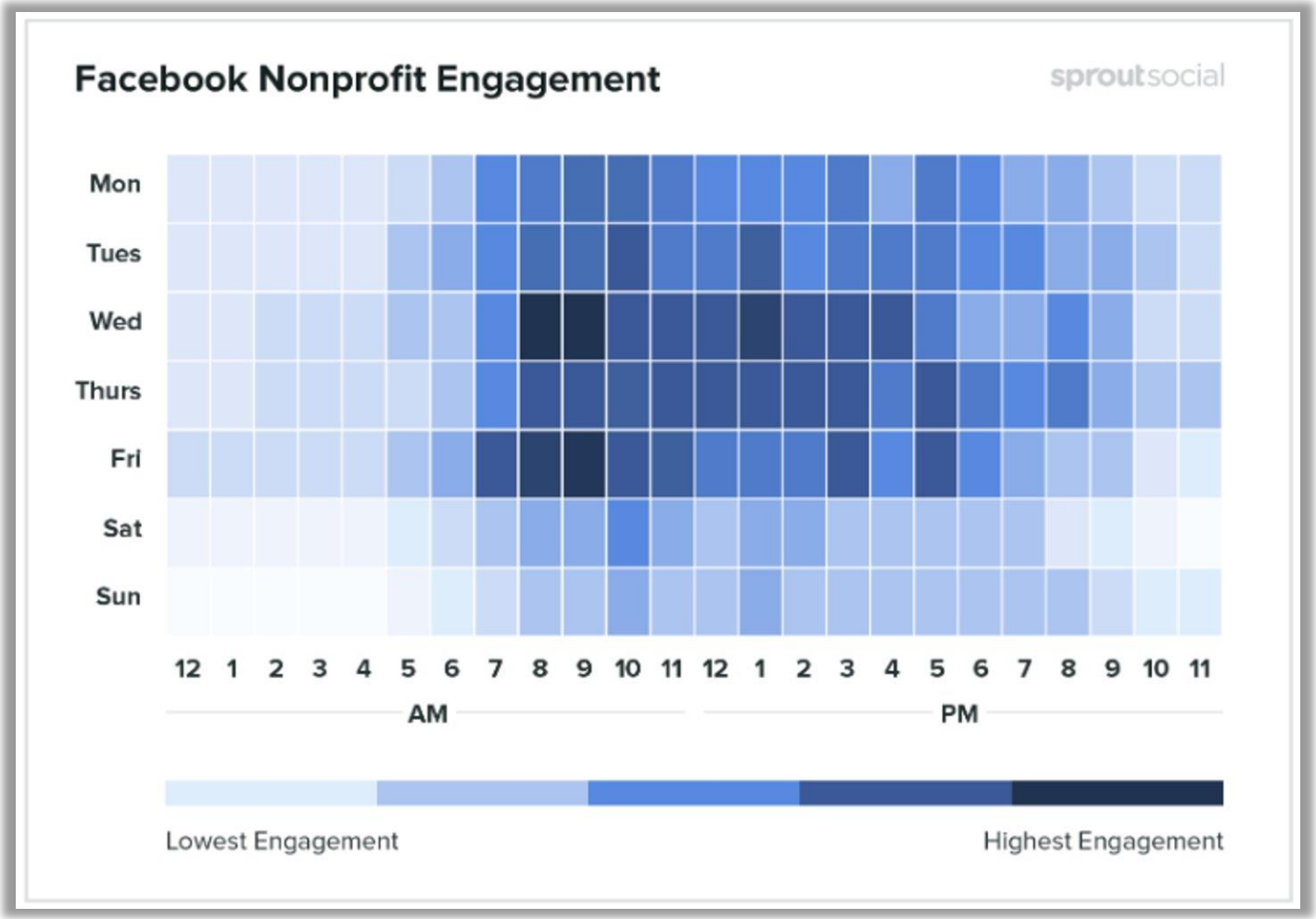
119,929
People
GNRC Region

Data Visualizations

Using visual elements like charts, graphs, and maps, provide an accessible way to see and understand trends, outliers, and patterns in data.



Examples of Data Visualization



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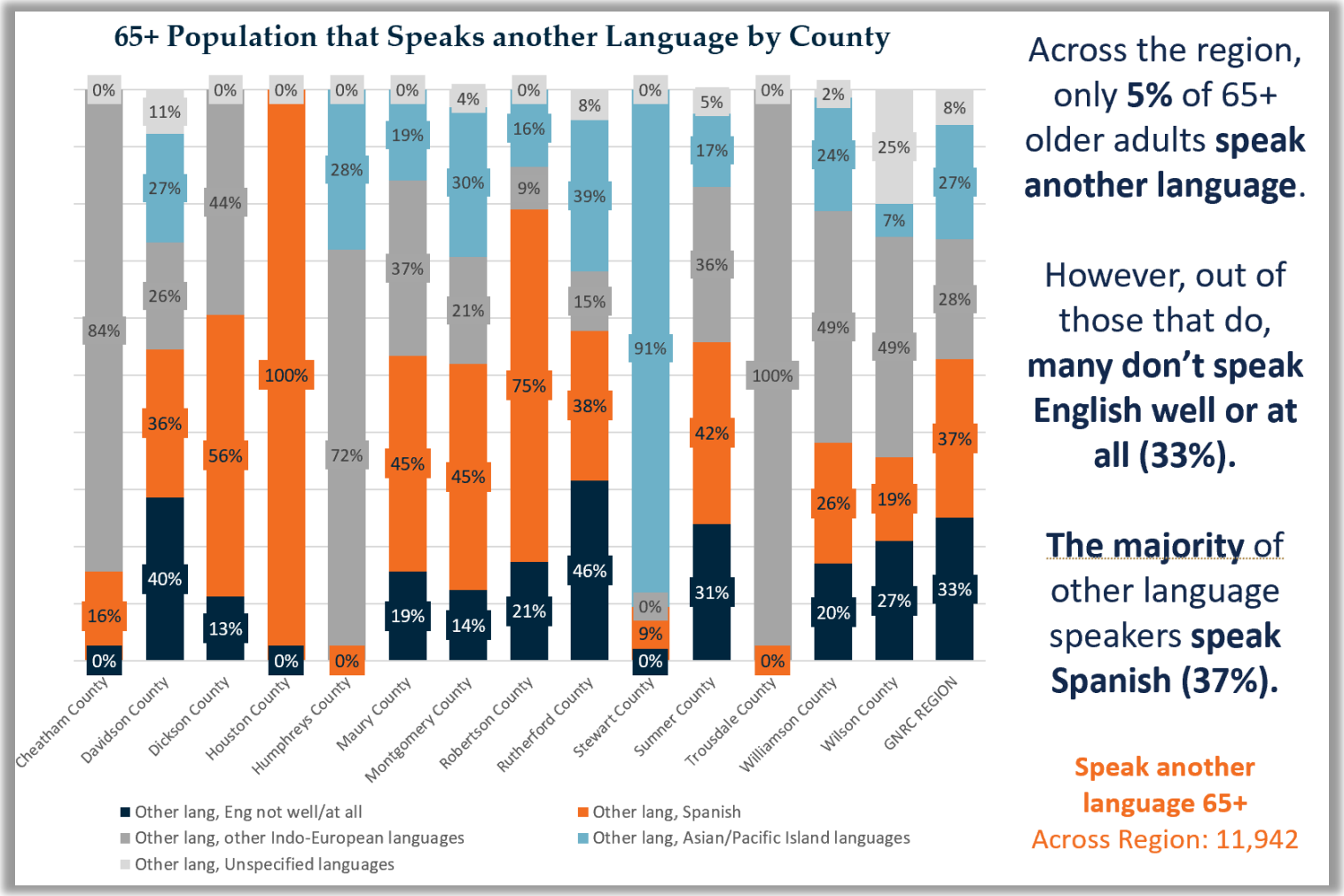


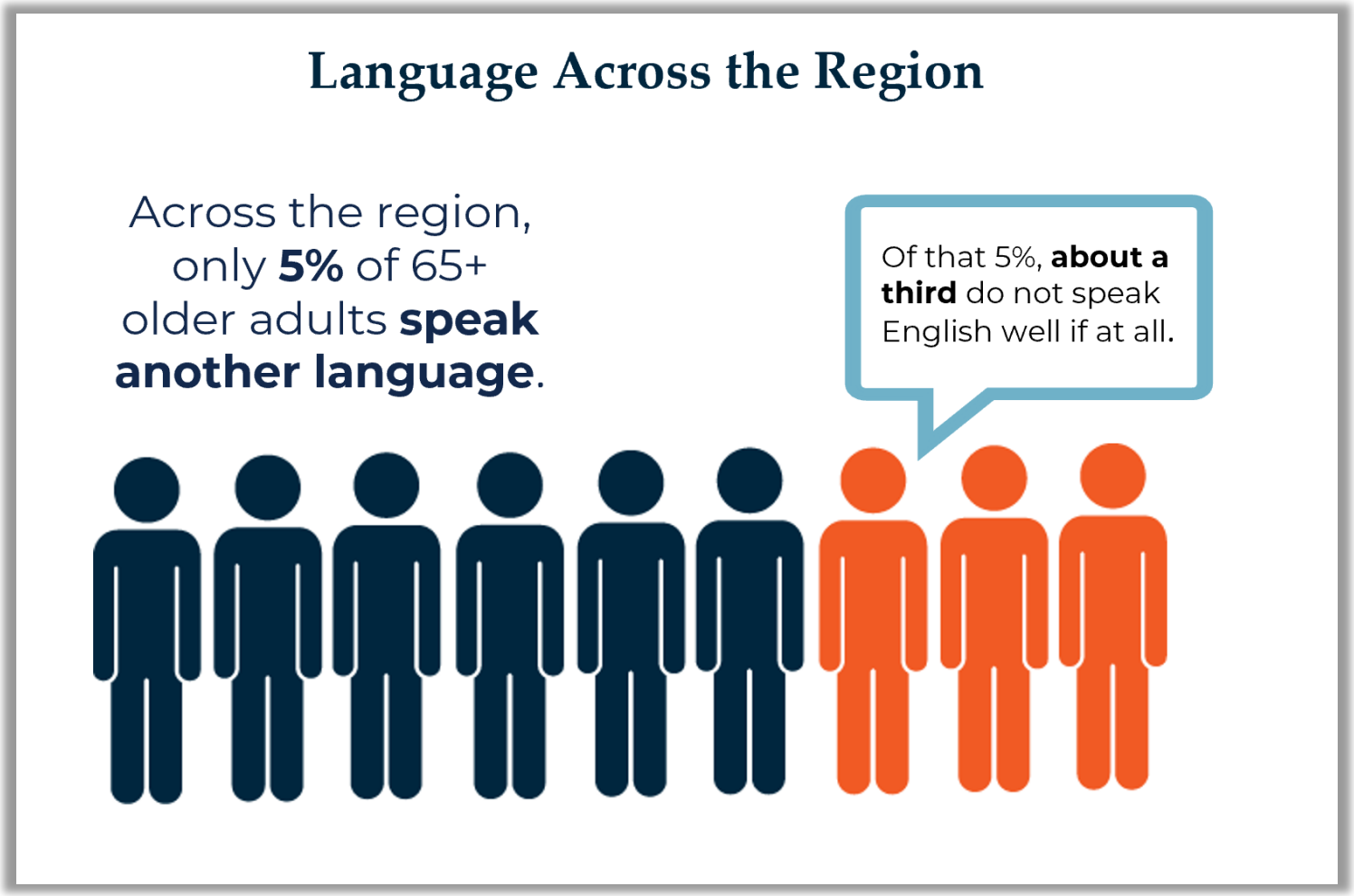
Across the region, only **5%** of 65+ older adults **speak another language**.

However, out of those that do, **many don't speak English well or at all (33%).**

The majority of other language speakers **speak Spanish (37%).**

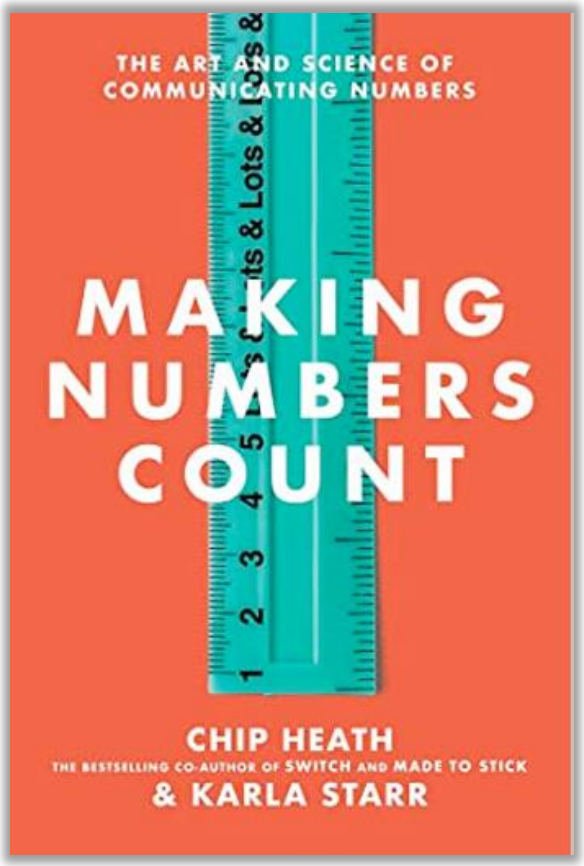
Speak another language 65+
Across Region: 11,942

Examples of Data Visualization



Resources and Takeaways

- Psychophysical numbing
- Perspective phrase
- Favor user-friendly numbers



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