AAA Social Engagement
Programs and Partnerships

Social engagement plays a key role in our health and well-being.1 For many of us, including older adults, engaging in social activities improves mental and physical health, and reduces loneliness, depression and stress—ultimately leading to improved overall health.2 Area Agencies on Aging (AAAs) provide many social engagement opportunities for older adults, through core services such as congregate meals, as well as specific social engagement programs.

98% of AAAs have a program or activity to address the critical need for social engagement.

Most Common AAA Social Engagement Programs and Activities

- **90%**
  - Friendly visiting or wellness checks
  - Telephone reassurance programs
  - Memory cafés
  - Caregiver support groups

- **75%**
  - Medicare counseling and outreach
  - Intergenerational mentoring

- **63%**
  - Book clubs
  - Art classes
  - Music
  - Pen pal programs
  - Games
  - Storytelling

- **56%**
  - Technology training
  - Tablet programs
  - Virtual or hybrid programming

**Engagement Programs for Specific Populations**

AAAs work to reach historically underserved populations and provide culturally responsive services. Recognizing that older adults from these groups are often at a higher risk of social isolation, 69 percent of AAAs offer social engagement programming tailored to the needs of different communities, most commonly:

- **Older adults living in rural areas: 43%**
- **Specific racial or ethnic minority groups: 34%**
- **People with disabilities: 32%**
- **Veterans: 31%**
- **Grandfamily or kinship caregivers: 30%**
- **LGBTQ+: 22%**
- **Refugees and/or immigrants: 8%**

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FAST FACTS

“We often recruit participants by focusing on health equity ZIP codes (e.g., those in the lowest quartile of the Healthy Places Index) to ensure we are reaching the most vulnerable populations.” — AAA Director

Partnerships for Social Engagement Programs
By working with local community partners, AAAs leverage additional expertise and resources, enabling them to reach more people with their programs. AAAs generally work with seven types of partners to provide social engagement programs and activities to older adults in their communities. The most common partners include:

- **79%** Senior centers
- **59%** Nutrition providers
- **53%** State Health Insurance Assistance Program (SHIP)
- **51%** Caregiver groups
- **45%** Transportation providers
- **40%** Senior Medicare Patrol (SMP)
- **36%** Libraries

“Our AAA partners with a library to provide creative aging programs that allow older adults to participate in a variety of activities from poetry writing to painting, puppetry and dance classes. Participants gain confidence, develop new friendships and experience increased quality of life.” — AAA Director

About Area Agencies on Aging
AAAs across the country work to help older adults and people with disabilities live with optimal health, well-being, independence and dignity in their homes and communities. Formally established by the Older Americans Act (OAA) in 1973, AAAs assess needs and plan, coordinate and deliver a range of long-term services and supports to consumers in their local planning and service areas. Learn more about AAAs at www.usaging.org.

Data in this brief were gathered through the 2022 National Survey of Area Agencies on Aging conducted by USAGing in partnership with Scripps Gerontology Center at Miami University and funded by the U.S. Administration for Community Living. See www.usaging.org/research for additional resources.

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