

### **What is The Community Assessment of Older Adults (CASOA)?**

- The Community Assessment Survey for Older Adults is a statistically valid survey designed for older adults in your community. It measures six community dimensions: Community Design, Employment and Finances, Equity and Inclusivity, Health and Wellness, Information and Assistance, and Productive Activities. Overall community quality also is assessed.

### **Why should I conduct The Community Assessment of Older Adults (CASOA)?**

- The Community Assessment Survey for Older Adults™ (CASOA™) provides the answers to how older adult needs and strengths will affect your town, city, county or state. Your CASOA results will give you confidence about planning for today's older adults, and tomorrow's.

### **Background of Polco**

- Polco is an online community engagement polling platform that is conducting CASOA. Polco launches surveys and analyzes the data, providing local governments and other public sector leaders with important information needed to make decisions within the community. Hundreds of organizations nationwide use Polco for strategic planning, budgeting, and empowering resident voices.

### **What about leading questions or bias with the way questions are worded?**

- Every effort is made to pose questions as neutrally as possible. Polco's team of survey scientists put a tremendous amount of thought into this when developing the survey. Because all opinions are welcome, the questions need to be easy to understand, simple to respond to, and neutral in the way they are asked. There are many methods with which this is accomplished, but one of the more noticeable ones are questions with "if at all" contained in the question.

For example: "*How much of a priority, **if at all**, should it be for Warrenville to focus on the following initiatives?*" is a neutral way of presenting the question, making it as easy to answer positively as it is negatively.

### **Why include gender identity and sexuality questions at the end of the survey?**

- Collecting sexual orientation and gender identity information follows recommendations by the Centers for Disease and Control and Prevention, National Academy of Medicine, and Joint Commission. Collecting this information is essential to providing high-quality, patient-centered care. Additionally, many state agencies on aging must report on services provided based on gender identity and sexual orientation.
- You do not have to answer these questions as they are entirely optional.

### **Why are there certain survey questions? Some don't apply to me.**

- The survey questions are used...
- Choose "don't know"

**Can I share my survey link with another person?**

- If you received a postcard invitation and paper survey in the mail, please do not share the link. This survey has a unique link for randomly selected households only.

**Who can participate in the survey?**

- The Sampled Survey is for the randomly selected households only and is open to residents age 55 and up.
- The Open Participation Survey is open to all residents over your minimum age.

**How long will the survey take to complete?**

It takes ~ 15-16 minutes to complete.

**How can I be assured that my feedback will remain anonymous?**

- Your responses are confidential and no identifying information will be shared.
- This is a confidential survey conducted by a third party (Polco), so your identity is completely secure. See more about Polco's privacy policy [here](#).

**Here are some possible resident questions that may arise. Consider brainstorming how you may respond to these questions.**

1. Why is The CASOA being conducted now?
2. Why this age bracket?