



# The Cultural Diversity Playbook

*Preparing Senior Living Communities  
for the Next Generation of Residents.*



# Why cultural diversity matters now.

*Senior living is entering a new era.*

By 2030, all Baby Boomers will be age 65 or older, and the older adult population will be larger and more culturally diverse than any generation before it. This shift isn't limited to major metropolitan markets. It's happening across the U.S., reshaping who senior living communities serve — and what those residents expect.

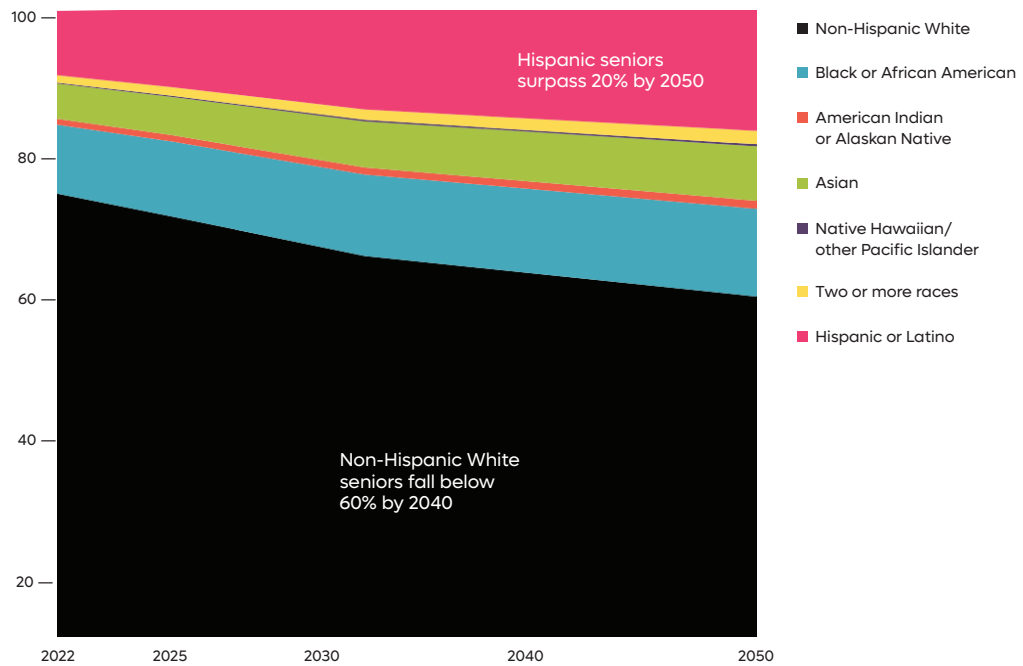
Today's older adults bring a wider range of cultural backgrounds, traditions, values and lived experiences into the decision-making process. These differences influence how they define comfort, belonging, wellness and community.

This playbook is designed to help senior living leaders understand what's changing and identify practical ways to begin preparing — thoughtfully, strategically and at a pace that fits their organization.

# The cultural landscape of aging is changing

In 2022, about 75% of seniors identified as white and non-Hispanic. By 2040, that percentage is projected to decline to 60%. At the same time, the population of older adults overall is growing quickly — much more quickly than younger cohorts.

**Projected racial and ethnic composition of the U.S. senior population**  
(Age 65+, 2022-2050)



This chart illustrates how the racial and ethnic makeup of U.S. adults aged 65+ is projected to change between 2022 and 2050. The proportion of non-Hispanic White seniors is expected to decline, while Hispanic, Asian, Black and multiracial senior populations will continue to grow.

Source: U.S. Census Bureau

This growth means senior living communities are not just preparing for more residents — they’re preparing for a resident base that reflects a much broader range of cultures, languages, traditions and expectations. This trend is projected to continue regardless of changes in immigration policy.

### What this shift means for senior living leaders:

- Cultural diversity will increasingly influence how prospects evaluate fit and belonging
- Communities designed around a historically homogenous audience may unintentionally exclude future residents
- Markets that feel “less diverse” today will still see meaningful change over the next 5–10 years
- Demographic change isn’t a future problem — it’s a present reality that will shape demand over the next decade, and the changes communities need to make require multi-year commitments.



## Practical options for communities to explore

**All seniors want respect, choice and personalization.**

As cultural diversity increases, what personalization looks like expands.

Cultural background influences daily routines, expectations and perceptions in ways that directly affect how residents and families experience senior living.

These ideas aren't mandates or one-size-fits-all solutions. They're starting points that communities can adapt based on market, model and resident mix.

Small, intentional changes can signal respect and openness long before large investments are required.



***Cultural inclusion isn't about adding complexity  
— it's about removing barriers to belonging.***

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## **PHYSICAL PLANT**

### **Create faith-friendly spaces**

Spaces for prayer or meditation make a powerful statement about honoring different beliefs. Seeking advice from local faith leaders is a good starting point.

### **Look at your décor with fresh eyes**

From artwork to model furniture, incorporate cultural elements that feel familiar and welcoming to residents of various backgrounds.

### **Ensure adaptable spaces work for all cultures**

Create flexible spaces that can be used for cultural gatherings or celebrations.

## **PEOPLE AND TRAINING**

### **Invest in ongoing cultural competency training**

Staff at all levels should feel well prepared to serve a diverse range of residents. Encourage learning and curiosity over perfection — inclusion is an ongoing process.

### **Hire intentionally**

People want to see themselves reflected in the community. Both staff and residents should reflect the broader community.

## **OPERATIONS AND SERVICES**

### **Review policies, forms and routines**

Unintentional cultural bias can easily creep into paperwork and common procedures. Consider partnering with local organizations to ensure inclusive communication and provide translated materials or interpretation support where appropriate.

### **Expand dining options**

Food is deeply tied to identity, culture and comfort. Familiar cuisines, preparation styles and dietary practices — including kosher, halal, vegetarian or culturally specific meals — can significantly affect whether a community feels welcoming.

### **Support cultural traditions and connections**

Cultural and religious celebrations aren't optional extras. Recognizing holidays and traditions such as Lunar New Year, Diwali or Ramadan communicates respect and inclusion. For residents, this recognition reinforces a sense of home.

### **Widen wellness perspectives**

Approaches to physical and mental health vary across cultures. Activities such as tai chi, acupuncture, meditation or culturally familiar wellness practices may resonate more strongly than traditional fitness programming alone.



# How inclusion shows up before move-in.

For many prospects and families, marketing is the first test of whether a community feels welcoming.

Imagery, language and tone communicate values quickly, often before a tour is scheduled or a conversation begins. In addition, expectations around family roles, decision-making and communication differ widely. Language access, clarity and cultural sensitivity can influence trust — especially during tours, transitions and care conversations.

## **Key considerations:**

- Who is represented in your photography and visuals?
- Does your wording assume one cultural norm or family structure?
- Are cultural offerings presented authentically, not performatively?
- Do community partnerships reflect the diversity of your broader market?

Before move-in, prospects are often asking themselves:

- Do people like me live here?
- Will my traditions be respected?
- Will my family feel comfortable engaging with this community?

**Communities that can answer these questions clearly — through both words and actions — will stand out.**



***The fastest-growing senior segments are Hispanic, Black and Asian Americans, driven by both demographic aging and immigration trends. It's important to note that diversity is projected to increase despite potential changes in immigration policy.***



## Partnering for long-term success

Responding meaningfully to cultural diversity requires more than surface-level updates. It takes insight, alignment and intentional strategy across operations, marketing and experience.

Creating Results partners with senior living organizations to translate demographic change into real-world action. We help communities understand who their future residents are, what they value and how to align strategy and messaging to meet evolving expectations.

**Our work includes:**

- Market and audience research
- Brand assessments
- Strategic positioning and messaging
- Campaign development grounded in consumer insight

Cultural inclusion isn't about checking a box. It's about building communities that are prepared for a new pool of prospective residents.



## Prepare your community for what's ahead.

Let's talk about what cultural inclusion  
can look like in your market.



Creating Results, Inc.  
4196 Merchant Plaza, #614  
Woodbridge, VA 22192  
(703) 494.7888

[info@creatingresults.com](mailto:info@creatingresults.com)  
[creatingresults.com](http://creatingresults.com)