

## Building a Movement for an Age-Friendly Massachusetts

### WHY IT'S IMPORTANT

Across the nation and around the globe, a major demographic shift is taking place. By 2020, adults age 65 and over will outnumber children under five among the global population for the first time. This has significant implications for how we live and work.

Here in Massachusetts, this shift is well underway and community leaders face critical decisions for how to move forward. Many leaders are already using an age-friendly lens to identify ways to promote healthy aging and enhance life for all residents.

**FACT: For the first time in the history of our country, the population over age 60 is growing faster than the population under age 18.**

### WHO WE ARE

A group of more than 100 agencies and organizations committed to advancing healthy aging and age-friendly communities throughout the state, the Massachusetts Healthy Aging Collaborative promotes policies and practices that are inclusive, relevant, and enhance the quality of life for people of all ages.

**FACT: In many Commonwealth cities and towns, adults over 65 already outnumber children 5 and younger.**

### HOW WE HELP YOU

Visit our website ([www.mahealthyagingcollaborative.org](http://www.mahealthyagingcollaborative.org)) to access the Age-Friendly Community Checklist, Age-Friendly Tool Kit, and the Massachusetts Healthy Aging Data Report. These tools will help you start conversations in your community and begin planning for an age-friendly future.

You will also find links to the AARP, Dementia-Friendly Massachusetts Initiative, the Executive Office of Elder Affairs, and others who offer additional age-friendly resources.

**FACT: By 2030, more than one-quarter of the Massachusetts population will be 60 years or older.**

### LEARN MORE

#### AARP

Valerie Spain  
[vspain@aarp.org](mailto:vspain@aarp.org)  
617-305-0566

#### Dementia Friendly Massachusetts Initiative

Emily Kearns  
[EKearns@jfcsofma.org](mailto:EKearns@jfcsofma.org)  
978-604-0830

#### Executive Office of Elder Affairs

Robin Lipson  
[robin.lipson@state.ma.us](mailto:robin.lipson@state.ma.us)  
617-222-7511

#### Massachusetts Healthy Aging Collaborative

James Fuccione  
[James.Fuccione@mahealthyaging.org](mailto:James.Fuccione@mahealthyaging.org)  
617-717-9493

### EXECUTIVE COMMITTEE

#### Milagros Abreu, MD, MPH

The Latino Health Insurance Program Inc.

#### Alice Bonner

Executive Office of Elder Affairs

#### Martin Cohen

MetroWest Health Foundation

#### James Fuccione

Massachusetts Healthy Aging Collaborative

#### Rebecca Gallo

MetroWest Health Foundation

#### Rebekah Gewirtz

Massachusetts Public Health Association

#### Vicki Halal

Office of Senator Pat Jehlen

#### Joan Hatem-Roy

Elder Services of the Merrimack Valley

#### Emily Kearns

Jewish Family and Children's Services

#### Wendy Landman

WalkBoston

#### Walter Leutz, PhD

Heller School, Brandeis University

#### Robin Lipson

Executive Officer of Elder Affairs

#### Tamy-Fee Meneide

Multicultural Coalition on Aging

#### Gene Mazella

Multicultural Coalition on Aging

#### Nora Moreno Cargie

Tufts Health Plan Foundation

#### Jan Mutchler

UMass Boston Gerontology Institute

#### Lea Susan Ojamaa

MA Department of Public Health

#### Jennifer Raymond

Healthy Living Center of Excellence

#### Amy Schectman

Jewish Community Housing for the Elderly

#### Rob Schreiber, MD

Hebrew Senior Life, Harvard Medical School

#### Emily Shea

Boston Commission on Affairs of the Elderly

#### Elissa Sherman

LeadingAge Massachusetts

#### Valerie Spain

AARP MA

#### David Stevens

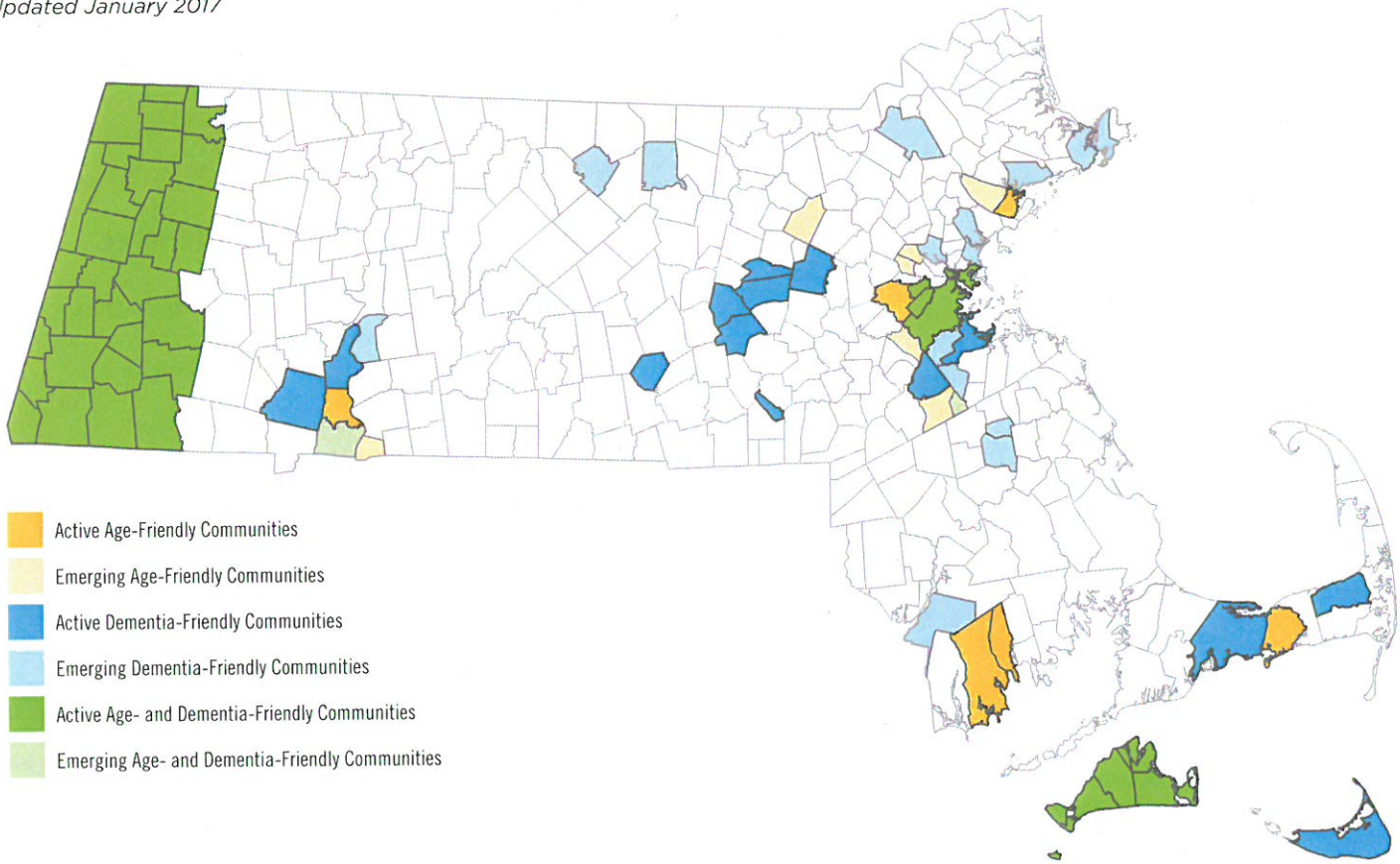
Massachusetts Councils on Aging

#### Karen Voci

Harvard Pilgrim Health Care

# Age-Friendly and Dementia-Friendly Initiatives in Massachusetts

Updated January 2017



## Active Age-Friendly\*

Boston  
 Brookline  
 Dartmouth  
 Martha's Vineyard Region  
 New Bedford  
 Newton  
 Berkshire Region  
 Salem  
 West Springfield  
 Yarmouth

## Emerging Age-Friendly

Acton  
 Agawam  
 Arlington  
 Avon  
 Belmont  
 Dedham  
 Longmeadow  
 Peabody  
 Quincy  
 Stoughton

## Active Dementia-Friendly

Auburn  
 Boston  
 Brookline  
 Canton  
 Cape Cod & Islands Region  
 Holyoke  
 Hopedale  
 Hudson  
 Marlborough  
 Martha's Vineyard Region  
 Berkshire Region  
 Northborough  
 Quincy  
 Sudbury  
 Westborough  
 Westfield

## Emerging Dementia-Friendly

Agawam  
 Andover  
 Avon  
 Beverly  
 East Bridgewater  
 Fall River  
 Fitchburg  
 Gardner  
 Gloucester/Cape Ann  
 Medford  
 Milton  
 Newton  
 Randolph  
 Revere  
 Saugus  
 South Hadley  
 Whitman

\*Many Massachusetts towns and cities work with AARP or the World Health Organization to achieve the Age-Friendly Community designation. Other towns work on their own to integrate age-friendly in all policies and practices.



# AARP® Network of Age-Friendly Communities

Real Possibilities

An Introduction

## NETWORK PROFILE

The AARP Network of Age-Friendly Communities consists of villages, towns and counties throughout the United States. The Network is expanding regularly as additional communities make the commitment to become age-friendly. AARP advances efforts to help people live easily and comfortably in their homes and communities, and it encourages older residents to take an active role and have their voices heard.

## EIGHT DOMAINS OF LIVABILITY

AARP's Network of Age-Friendly Communities targets improvements that influence the health and quality of life of older adults:

- 1. Outdoor spaces and buildings**  
Availability of safe and accessible recreational facilities
- 2. Transportation**  
Safe and affordable modes of private and public transit
- 3. Housing**  
Range of housing options for older residents, the ability to age in place and home-modification programs

## 4. Social participation

Access for older adults to leisure and cultural activities, and opportunities for social and civic engagement with both peers and younger people

## 5. Respect and social inclusion

Programs to promote ethnic and cultural diversity, as well as multigenerational interaction and dialogue

## 6. Civic participation and employment

Paid work and volunteer activities for older adults, and opportunities to engage in the creation of policies relevant to their lives

## 7. Communication and information

Access to technology that helps older people connect with their community, friends and family

## 8. Community support and health services

Access to homecare services, health clinics and programs that promote wellness and active aging

**LEARN MORE!**

[AARP.org/agefriendly](http://AARP.org/agefriendly)

[AARP.org/livable](http://AARP.org/livable)



## QUESTIONS?

AARP Network contact:

Valerie Spain, Program Manager  
617-305-0566

[vspain@aarp.org](mailto:vspain@aarp.org)  
One Beacon Street  
Suite 2301  
Boston, MA 02108

AARP Age Friendly Network Communities

- \* Boston
- \* Berkshire County (North Adams, Pittsfield)
- \* Dartmouth
- \* Martha's Vineyard (Aquinnah, Chilmark, Edgartown, Oak Bluffs, Vineyard Haven, West Tisbury,)
- \* Newton
- \* New Bedford
- \* Peabody
- \* Salem
- \* West Springfield

# AARP® Network of Age-Friendly Communities

## The Program Cycle

Real Possibilities

### Step 1: ENTERING THE NETWORK

The AARP Network of Age-Friendly Communities serves as a catalyst to educate, encourage, promote and recognize improvements that make communities supportive for residents of all ages. The network provides U.S. cities, towns and counties with the resources to become more age-friendly by tapping into national and global research, planning models and best practices.

### Step 2: PLANNING PHASE (Years 1 - 2)

This phase has four key elements:

- The establishment of mechanisms to involve older people throughout the age-friendly community cycle
- A baseline assessment of the community's age-friendliness
- The development of a three-year community-wide action plan based on the assessment
- The identification of indicators for monitoring progress

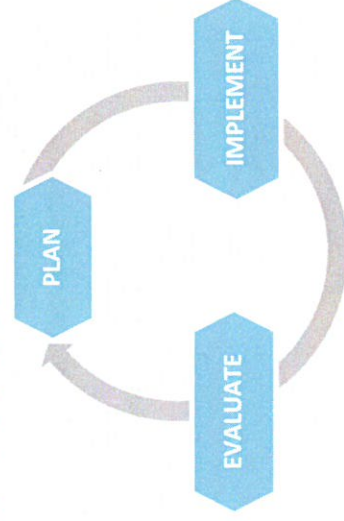
This phase is completed when an action plan is submitted to the World Health Organization (WHO) for review and endorsement.

### Step 3: IMPLEMENTATION & EVALUATION (Years 3 - 5)

No later than two years after joining the AARP Network of Age-Friendly Communities, a community needs to submit its action plan to AARP for review and endorsement. Upon endorsement and recommendation to the WHO by AARP, a community begins a three-year period of implementation. At the end of this period the community is required to submit a progress report to AARP outlining its progress against the indicators developed in the Step 2: Planning Phase.

### Step 4: CONTINUOUS CYCLE OF IMPROVEMENTS (Years 5+)

At this point a community is able to continue their membership by entering into further implementation cycles.



### AARP NETWORK OF AGE-FRIENDLY COMMUNITIES MEMBER BENEFITS

- Organizational guidance from national experts
- Streamlined admission into the World Health Organization's age-friendly network
- Resources for identifying and developing assessment and survey tools
- Information about identifying and developing community-success criteria
- Strategies for identifying and developing ways to monitor progress
- Access to a network of communities and best practices
- Access to a volunteer network of support
- Access to evaluation tools
- Invitations to organized trainings and networking events
- Resources at [AARP.org/livable](http://AARP.org/livable) and [AARP.org/agefriendly](http://AARP.org/agefriendly)
- Support and guidance from AARP
- Recognition by AARP and others



# Dementia Friendly Massachusetts Initiative

## BACKGROUND

An estimated 5.4 million people in the United States and more than 120,000 Massachusetts residents are living with dementia, which is a general term for changes in thinking such as memory loss and difficulty planning and communicating. Dementia may be caused by Alzheimer's disease or other conditions. Despite the widespread impact of dementia, lack of information, fear, and stigma can prevent those affected from feeling safe, socially connected, and able to thrive in their communities.

## DEFINING DEMENTIA FRIENDLY

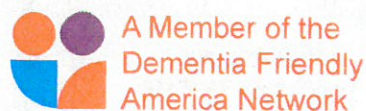
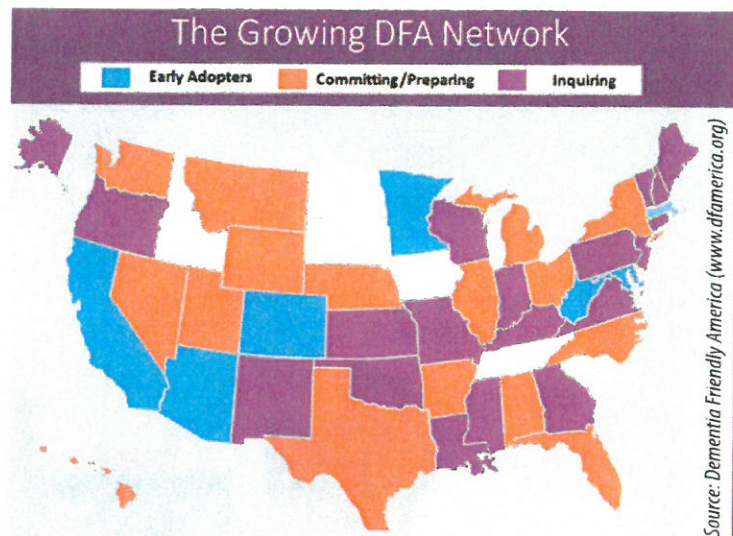
By working together, we can make strides in supporting individuals living with dementia as well as their friends and families. A "dementia friendly community" is informed, safe, and respectful, and enables people living with dementia and those who care about them to live full, engaged lives.

## IN MASSACHUSETTS

We are building upon the work of the Age-Friendly movement, which benefits people of all ages by supporting community standards for inclusion, access, safety and engagement. In this way, communities that are age-friendly and dementia friendly embrace everyone – younger people, older people, individuals with and without dementia, individuals with disabilities of all kinds.

Elder Affairs and JF&CS are convening a group of organizations to begin to chart a direction for building a dementia friendly Massachusetts. Participants include citizens from all walks of life, faith leaders, first responders, businesspeople, town government members, and more.

Massachusetts is an "early adopter state" in the dementia friendly communities movement – more cities, towns, cultural groups, and other self-defined communities are becoming involved every day!



Executive Office  
of Elder Affairs



*Dementia Friendly Massachusetts Initiative is co-convened by the Executive Office of Elder Affairs (EOEA) and Jewish Family and Children's Service (JF&CS), and managed by representatives from the Alzheimer's Association MA/NH Chapter, LeadingAge Massachusetts, the Massachusetts Association of Councils on Aging, and the Multicultural Coalition on Aging. The Advisory Committee includes over 40 organizations statewide. The initiative is generously supported by Tufts Health Plan Foundation.*



# Dementia Friendly Massachusetts Initiative

## What Can I Do?

- ✓ **No matter who you are, you can play a role in making your community more dementia friendly!** Dementia Friendly America has an easy-to-use toolkit and sector guides for individuals and communities that want to implement dementia friendly initiatives. Visit [www.dfamerica.org](http://www.dfamerica.org) to learn more and get started!
- ✓ Join us! For more information, please contact **Pam MacLeod** ([Pam.MacLeod@state.ma.us](mailto:Pam.MacLeod@state.ma.us)) or **Emily Kearns** ([ekearns@jfcsboston.org](mailto:ekearns@jfcsboston.org)).
- ✓ Visit [www.jfcsboston.org/DementiaFriendlyMA](http://www.jfcsboston.org/DementiaFriendlyMA) to learn more or join the Dementia Friendly Massachusetts Initiative mailing list.

## Response to the Need: Dementia Friendly Community



Source: Dementia Friendly America ([www.dfamerica.org](http://www.dfamerica.org))



# Memory Cafés in Massachusetts



## What is a Memory Café?

A memory café is a welcoming place for people with forgetfulness or other changes in their thinking and for their family and friends. Memory cafés meet at a variety of places including coffeehouses, museums, or community organizations.

Each memory café is different. Some cafés invite guest artists, some offer education about memory changes, and some are just for relaxing and chatting. But all cafés share these goals: to help guests feel comfortable and to know that they are not alone. Cafés are a place to talk with others who understand what you are going through, to leave behind limitations and instead focus on strengths, to enjoy other's company, and to explore something new.

**You are welcome to attend as many memory cafés as you wish!**

To find a memory café, please visit  
[www.jfcsboston.org/MemoryCafeDirectory](http://www.jfcsboston.org/MemoryCafeDirectory)





# Massachusetts Healthy Aging Data Report: The Health of Older Adults in Every Community

121 health risk indicators in 367 communities\*

## KEY FINDINGS



## FACTORS DRIVING HEALTH

*Income and education have powerful effects on health.*

FACTORS ASSOCIATED WITH  
**BETTER**  
POPULATION HEALTH

Higher levels  
of income and  
education.

FACTORS ASSOCIATED WITH  
**WORSE**  
POPULATION HEALTH

Communities with  
a higher percentage  
of women and  
veterans.

Communities  
with more racially  
diverse and  
acculturated  
residents.

Communities  
with poorer social  
environments  
(higher crime  
rates, lower voter  
participation rates).

Healthy behaviors  
and preventive  
services.

## RACIAL DISPARITIES

↑ = higher rates  
↓ = lower rates



Compared to older white men, **older black and Hispanic men** report:

- ↑ emotional support
- ↑ engagement in healthy behaviors
- ↑ hypertension, diabetes, kidney disease and glaucoma
- ↑ other chronic conditions such as osteoporosis, hip fracture and COPD

Compared to older white women, **older black and Hispanic women** report:



- ↑ most heart conditions (e.g., stroke, heart attacks, congestive heart failure, high blood pressure)
- ↑ disability
- ↑ obesity
- ↑ engagement in healthy behaviors

**Older Asian adults** generally appear much healthier than their non-Asian counterparts, reporting:

- ↑ chronic diseases (except diabetes in both men and women, and osteoporosis in women only).

## RECOMMENDATIONS

### UNDERSTAND.

- Download your Community Profile.
- Educate yourself and others about the older adults who live in your city or town.
- Compare your city or town to state averages for every indicator.

### ENGAGE.

- Start a conversation about what the data mean and what can be done to address challenges.
- Bring stakeholders and community members together.

### ACT.

- Prioritize needs, potential interventions, and allocation of resources.
- Diversify partnerships and funding sources.

\* Data reflect health for adults age 60+ or 65+ in Massachusetts.

