

# ReiMAgine Aging: Massachusetts Age-Friendly Year Two Progress Report

## Communications and Outreach Toolkit

***Last Updated 7.01.2021***

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## Key Links

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**Age-Friendly Year Two Progress Report** – <https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

**Age Friendly Massachusetts** – <https://www.mass.gov/service-details/age-friendly-massachusetts>

**ReiMagine Aging: Planning Together to Create an Age-Friendly Future for Massachusetts** – <https://www.mass.gov/doc/age-friendly-ma-draft-action-plan-january-2019/download>

*(Video)* **What makes a community a great place to grow up and grow older in?** – [https://www.youtube.com/watch?v=Ft24NpZ4\\_HE](https://www.youtube.com/watch?v=Ft24NpZ4_HE)

*(Video)* **Celebrating Community Strength (May 29<sup>th</sup> Celebration)** – <https://www.youtube.com/watch?v=r0msHv8OMDo>

## Newsletter Post

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The Commonwealth of Massachusetts released the year two progress report for *ReiMAgine Aging*, the Age-Friendly Massachusetts Action Plan which serves as the state's multiyear plan to make the Commonwealth more age- and dementia-friendly. The report represents the work of 2020, a year where the global pandemic changed everything, and we saw a national movement toward racial consciousness. The report details the age- and dementia-friendly efforts made by communities and organizations throughout Massachusetts and highlights the achievement of the many communities who continued to join the movement and prioritize this work. Throughout 2020 the age- and dementia- friendly network continued to demonstrate resilience, ingenuity, and the ability to adapt rapidly.

Communities were a locus for innovation, with local organizations, residents, and volunteers working together in new ways. Partners in the movement including government, philanthropy, the business community, academia, non-profit organizations, places of worship, and countless others, were able to pivot to support older adults and communities in an unprecedented fashion. This report includes examples from all corners of the Commonwealth and still only represents a fraction of the many accomplishments that took place in 2020.

The report demonstrates the strong foundation of the age- and dementia-friendly movement and that the goals and values of the *ReiMAgine Aging* Action Plan continue to serve as touchstones. The report looks ahead, and outlines lessons learned and priorities to continue the momentum to create a Commonwealth that remains a great place to grow up and grow old together.

To read the full report visit <https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>. Feedback is encouraged and welcome by emailing [aging.conversation@mass.gov](mailto:aging.conversation@mass.gov).



## Social Media Posts

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### Potential Twitter Handles to Tag:

- Executive Office of Elder Affairs – @Mass\_EOEA
- AARP Massachusetts – @AARPMA
- Tufts Health Plan Foundation – @THPFoundation
- Massachusetts Healthy Aging Collaborative (MHAC) – @mahealthyaging
- Massachusetts Councils on Aging – @masscoa
- Healthy Living Center for Excellence – @HealthyLivingCE

### Sample Posts:

We are excited to announce the release of the year two progress report for *ReiMAgine Aging*, the Age-Friendly Massachusetts Action Plan which serves as the state's multiyear plan to make the Commonwealth more age- and dementia-friendly. Read the report at

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

Read the MA #ReiMAgineAging year two progress report to hear about age- and dementia-friendly efforts made by communities and partners across Massachusetts throughout 2020 at

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

Massachusetts entered the @AARP Network of Age-Friendly States and Communities in 2019, hear about our incredible progress to continue the momentum to create a Commonwealth that remains a great place to grow up and grow old together. Read the year progress report at

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

Aging is something that everyone can relate to. How are communities in Massachusetts becoming more #AgeFriendly & #DementiaFriendly? Find out in #ReiMAgineAging year two progress report

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

Want to create a better future for all as we age? That's the goal of the #AgeFriendly & #DementiaFriendly movements. Hundreds of Massachusetts communities are creating places where we can all grow up and grow old together. Read the #ReiMAgineAging report to find out more

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

How are communities in Massachusetts becoming more #AgeFriendly & #DementiaFriendly? Find out in the #ReiMAgineAging Year Two Progress Report <https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

The strength of the Commonwealth #AgeFriendly & #DementiaFriendly movement comes from years of work by Massachusetts cities and towns, community-based and philanthropic organizations, businesses, and universities. Read the #ReiMAgineAging Year Two Progress Report for updates from 2020 at

<https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>

## Email to Partners

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Dear Partners,

We are pleased to announce that the Commonwealth of Massachusetts and its partners have released the [second-year progress report](#) for *ReiMAgine Aging, the Age-Friendly Massachusetts Action Plan* which serves as the state's multiyear plan to make the Commonwealth more age- and dementia-friendly.

The report represents the work of 2020, a year where the global pandemic changed everything, and we saw a national movement toward racial consciousness. The report details the age- and dementia-friendly efforts made by communities and organizations throughout Massachusetts and highlights the achievement of the many communities who continued to join the movement and prioritize this work. Throughout 2020 the age- and dementia-friendly network continued to demonstrate resilience, ingenuity, and the ability to adapt rapidly.

We hope you will share the incredible work that has happened across the Commonwealth with your networks.

To read the full report visit <https://www.mass.gov/doc/reimagine-aging-2021-progress-report/download>. Feedback is encouraged and welcome by emailing [aging.conversation@mass.gov](mailto:aging.conversation@mass.gov).

Thank you,

## Conference Abstract

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Since 2018, the Commonwealth of Massachusetts has been designated as an Age-Friendly State as part of AARP's Network of Age-Friendly States and Communities. In 2019, the Commonwealth submitted their multi-year action plan to AARP, titled [ReiMagine Aging](#), which outlines the state's goals and priorities in becoming a great place to grow up and grow older together.

In May 2021, Massachusetts released the [year two progress report for ReiMagine Aging](#). The report represents the work of 2020, a year where the global pandemic changed everything, and we saw a national movement toward racial consciousness. The report details the age- and dementia-friendly efforts made by communities and organizations throughout Massachusetts and highlights their resilience and innovation - all while growing the movement.

**[TO BE MODIFIED PER CONFERENCE AUDIENCE AND AGENDA]** During this session, attendees will hear innovative examples of community-led age- and dementia-friendly efforts as well as statewide initiatives that touch both policy and practice. Attendees will also learn about resources, promising practices, and approaches to sustain and spread this work, including partnerships with unusual suspects who have adopted an aging lens.

Massachusetts remains committed to become a great place to grow up and grow old together and looks forward to sharing and learning from conference attendees.