

COMMUNITY • PARTNERSHIP • EQUITY • INCLUSION

ReiMAging Aging

Planning Together to Create an Age-Friendly
Future for Massachusetts



Governor Baker's Challenge



“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

Governor Charlie Baker, 2018 State of the Commonwealth

It's a Movement, Not a Moment...

2008: Tufts Health Plan Foundation founded with a focus on healthy aging



2012: Tufts Health Plan Foundation partners with UMass Boston to produce Healthy Aging Data Report and Massachusetts Healthy Aging Collaborative is officially launched



2015: Age-Friendly MA Summit with 400 thought leaders



2017: AARP launches Community Challenge to fund local Age Friendly work



2017: Start of Age-Friendly Universities and Health Systems in MA



2017: Governor's Council to Address Aging in MA established under Executive Order 576



10+ Years in the Making

2011: First Memory Café in Massachusetts meets in Marlborough



2014: Dementia Friendly Massachusetts launched



2014: Three Massachusetts communities join Age-Friendly Network (AARP or WHO)



2015/2016: LGBT Aging Commission and Elder Economic Security Commission submit reports



2017: Governor Baker is the first Governor in MA to discuss aging in the State of the Commonwealth



2018: MA receives AARP Age-Friendly State Designation



To Help Us Navigate Our Way Forward

Mission

To amplify, align, and coordinate local, regional, and statewide efforts to create a welcoming and livable Commonwealth as residents grow up and grow older together.

Vision

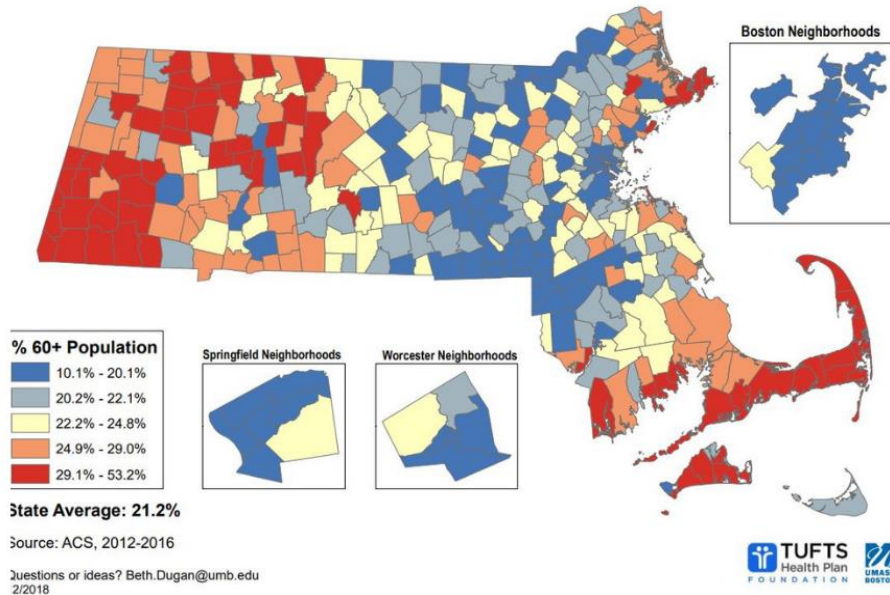
Aging in Massachusetts is reimagined.

The Commonwealth is an accountable partner in supporting communities, embedding aging in all policies, and empowering residents with opportunities to age meaningfully in the communities of their choice.

To Support Our Growing Population

Massachusetts has more residents over the age of 60 than under the age of 20

Percentage of Population Age 60+ Years



> 60+

DEMOGRAPHICS

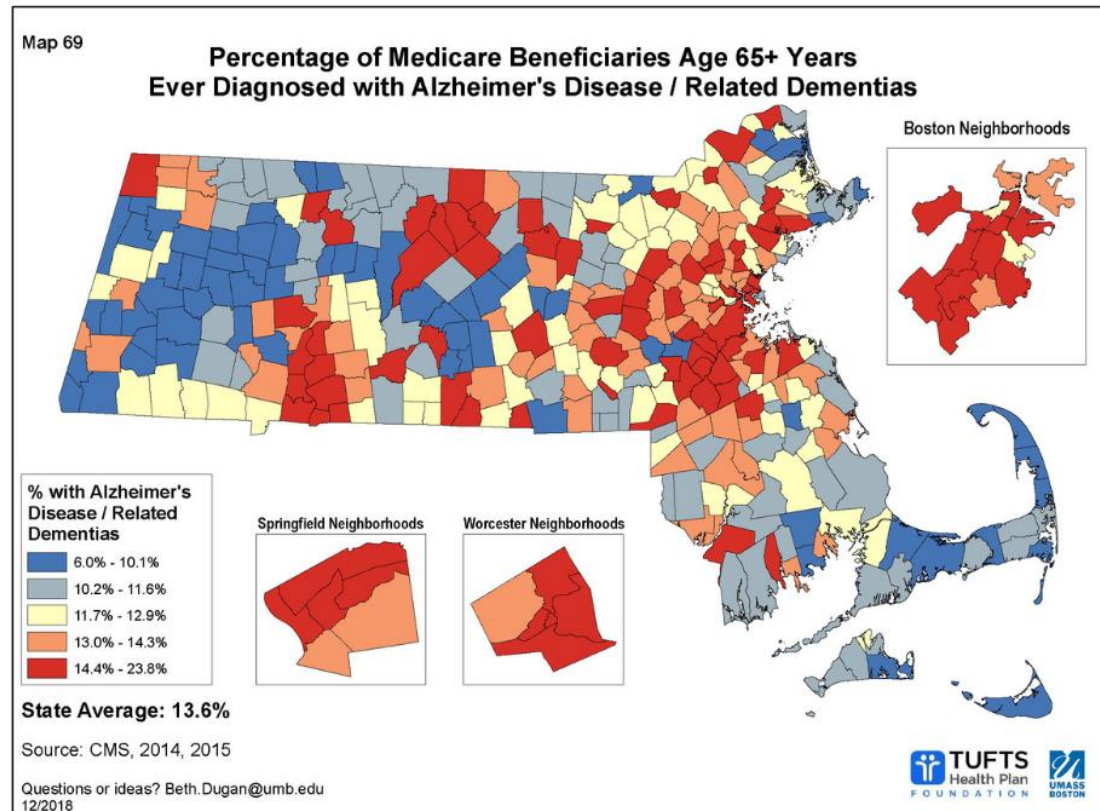
< 20

To Support the Needs of All Older People

LIVING WITH DEMENTIA

2016
120,000

2025
150,000



To Leverage the Momentum

51 Municipalities are Active Age-Friendly Communities

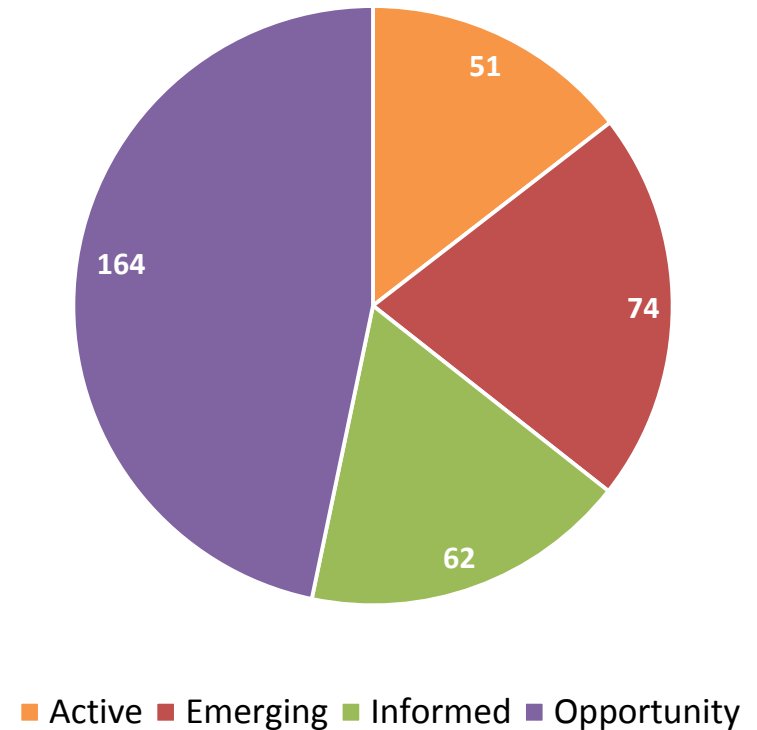
- **37 AARP Designated**
- **2 World Health Organization Designated**
- **9 Municipal Resolutions Signed**
(All in Berkshire County – 2 AARP Designated)
- **6 Martha's Vineyard Communities**
(Island is AARP designated as a region and all five towns approved funding at Town Meeting to hire an island-wide Age-Friendly Coordinator with the Island Planning Commission)

74 Municipalities are Emerging as Age-Friendly

- **Cities and towns with at least two entities and organizations working on becoming Age-Friendly**

138 Municipalities are Engaged in Dementia Friendly Activities

Age-Friendly Communities
Status of the 351 Municipalities in MA
January 2019



To Think Differently About Aging

Getting Advertisers To Think Differently About Aging

Truth About Aging Report:

Survey of 24,000 people in 28 markets around the world

Age is becoming a less reliable indicator of just about anything. You can't reliably say that at X age you have 'this' style or health or ambition or success or aspirations or relationships or family structure. There are style icons in their 90s; you have billionaires who are 25. People are dating in nursing homes.

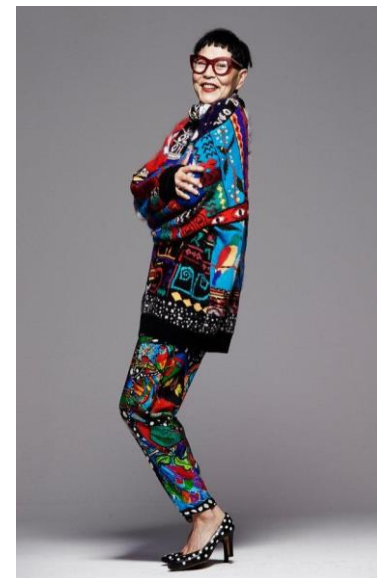
We're not saying that demographic measures like age are not important; they certainly are. But they're not the most important thing and they're becoming less reliable.

If you boiled down the findings to a five-second headline, it would be: **Aging Isn't Just for the Old and Living Isn't Just for the Young.**

<https://www.forbes.com/sites/nextavenue/2018/08/30/getting-advertisers-to-think-differently-about-aging/#4cc335507949>

The Glamorous Grandmas of Instagram

The subversive cadre of women over 60 prove that "old" is not what it used to be.



"I'm not 20. I don't want to be 20, but I'm really freaking cool. That's what I think about when I'm posting a photo."

<https://www.nytimes.com/2018/06/20/style/instagram-grandmas.html>

To Create Partnerships



Massachusetts is fortunate to have leaders in multiple sectors – housing, transportation, business, technology, healthcare, philanthropy, academia, local government, and aging services – committed to the age-friendly mission. This only begins to capture the many organizations engaged in this movement.

Inputs to Our Plan

Community-Led Age and Dementia Friendly Efforts



Age-Friendly Businesses



Dementia Friendly Massachusetts



Dementia Friendly America Massachusetts



Feedback and Input from Stakeholders



Input from 500+ Residents Across Massachusetts



Governor's Council to Address Aging in Massachusetts



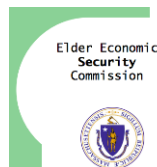
Cross-Sector Partnerships and Collaboration



Massachusetts Healthy Aging Collaborative (MHAC and Multicultural Coalition on Aging)



State Commissions on Issues Critical to Older People



Sector-Specific Age-Friendly Initiatives

Age-Friendly Health Systems



ReiMagine Aging:
Planning Together to Create an Age-Friendly Future for Massachusetts

What The Plan Is, And What It Isn't

The Plan Is

A **coordinated approach to amplify and align** Age- and Dementia-Friendly efforts across the state.

An articulation of the state's vision and aspirations for what it looks like to grow older as a Commonwealth.

Rooted in a community-based approach using local efforts as a launching point.

Taking ownership for cross-cutting priorities that affect all communities, such as reframing and embedding aging in all policies.

A living document that will be continuously updated and modified based on resident and stakeholder input and progress to-date.

A coordinated, cross-sector effort between partners in the aging and other sectors, such as business, transportation, and health.

The Plan Isn't

A starting point for the Age-Friendly movement, which has been active for over 10 years.

A singular focus on the challenges and barriers facing an aging population and changing demographics.

Based on a top-down approach that does not account the progress and uniqueness of cities and towns.

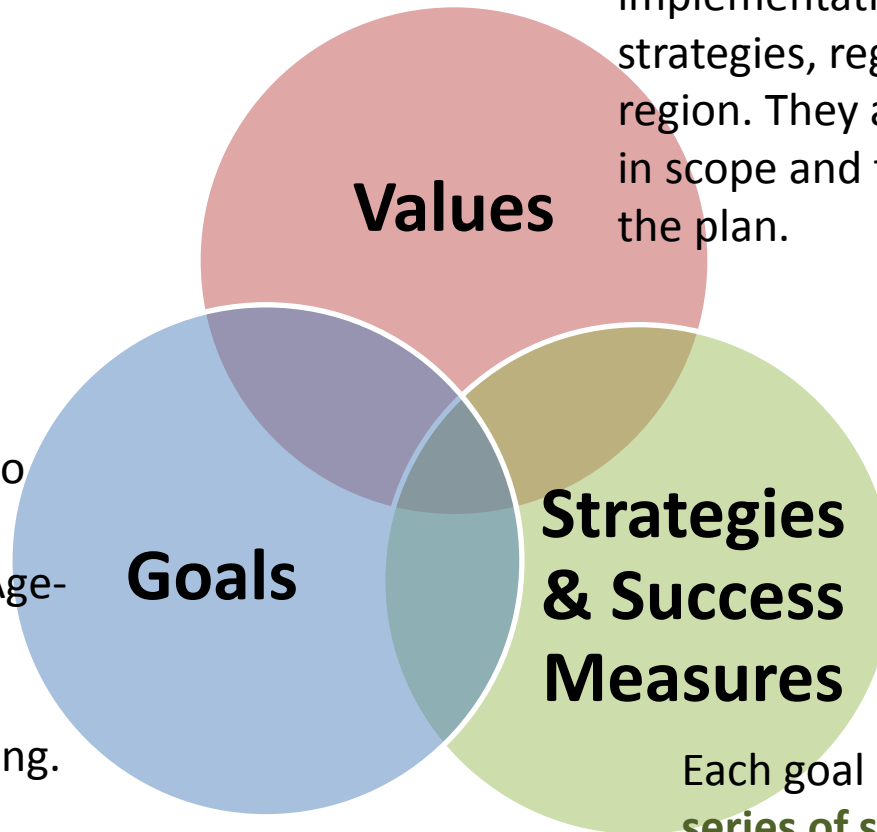
Managing how communities approach the age- and dementia-friendly work and domains of livability, since work on these domains are best left to local communities.

A static, "one-and-done" document that is not updated to reflect input from residents and stakeholders.

A siloed effort limited to partners in the field of aging without collaboration and input from partners in other sectors.

The Strategy

Six goals are intended to advance the Commonwealth as an Age- and Dementia-Friendly State. The goals are intentionally cross-cutting.



Eight values apply to the implementation of all goals and strategies, regardless of city, town, or region. They are meant to be broad in scope and to anchor all aspects of the plan.

Each goal is carried out through a series of strategies with corresponding success measures. Goals will be monitored and tracked on a regular basis and feedback will be received continuously.

The Values

- To **honor and build** on the priorities communities have already identified
- To **integrate initiatives and leverage existing work** where possible
- To emphasize **access, equity, and inclusion** in all elements of assessment, planning, and execution
- To **embed the voice and perspective of residents and communities** in all decisions and plans
- To **facilitate collaboration** at the state and community levels to identify barriers, address gaps and align resources
- To **share** data, information, and resources and disseminate knowledge
- To encourage advocacy, policy, and practices that **embed aging** within and across a broad range of issues and sectors
- To leverage **innovation and technology** where possible

The Goals

1. **Community** – Deepen and strengthen age- and dementia-friendly efforts to be inclusive of all communities and populations
2. **Information and Communication** – Communicate information in an accessible and user-friendly manner to residents, organizations, and municipalities
3. **Reframing** – Change the conversation about aging from a “challenge” to an “asset”, increase literacy about issues related to aging, and eliminate ageist images and expressions in language across social, print, and other media
4. **Policy and Practice** – Encourage the adoption of age-friendly policies and practices in all sectors
5. **Economic Security** – Take specific actions to improve economic security of older adults and caregivers
6. **Sustainability** – Leverage existing structures to sustainably guide and support the work of Age-Friendly Massachusetts and partner initiatives

Goals will be monitored and tracked on a regular basis. Feedback will be received continuously from residents and stakeholders to inform and advise the plan.

Highlights: Work Already Completed

Example Highlights

- **Age- and Dementia-Friendly Best Practices included in Community Compact Program**
- **Business community engaged supporting working caregivers**
- **Increased awareness of age-friendly opportunities in municipalities by statewide organizations**
- **Launched *In Good Company: Optimal Aging Challenge***
- **Promotion of dementia friendly efforts and Dementia Friends**
- **Support for Memory Cafés (Currently 87 cafés in MA)**
- **Integration of housing and supportive services by health payers and providers**

Age and Dementia Friendly Best Practices

Age Friendly is a community that is livable for residents of all ages inclusive of older adults and those living with dementia. Age friendly communities strive to be equitable and accessible with walkable streets, housing and transportation options, access to services, and opportunities for residents to participate in community activities.



Roundtable Committee Addresses Workforce Issues—Diversity & Inclusion, Caregiving



Jueves 21 de julio
a las 1:00 pm

"Aroma de Café"

Será un momento para conversar, disfrutar de un rico café y hacer una actividad que le dará a todos la oportunidad de probar algo nuevo y tener algo de diversión. Un lugar acogedor para las personas con problemas de memoria y su cuidador.

Para mas información llamar a
Martha Medina o Angie al 978-620-3540
Lawrence Senior Center 155 Haverhill St.



Thank You!

To provide input and feedback on the Age-Friendly Massachusetts Action Plan please submit comments by email to Aging.Conversation@MassMail.State.MA.US or by phone at 617-727-7750 (Executive Office of Elder Affairs).

We value the important voice of older adults, caregivers, communities, and stakeholders and look forward to hearing your suggestions.