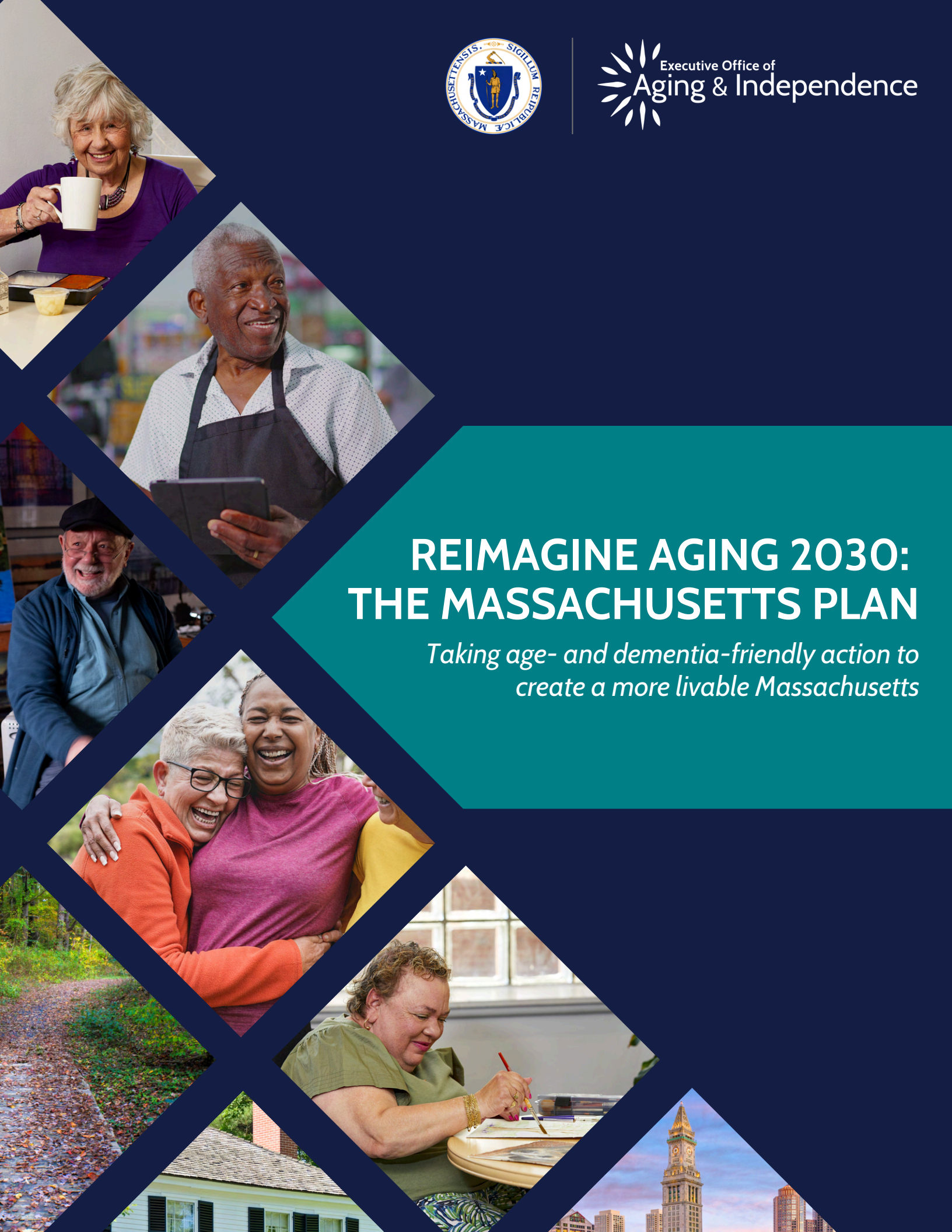




Executive Office of  
**Aging & Independence**

# REIMAGINE AGING 2030: THE MASSACHUSETTS PLAN

*Taking age- and dementia-friendly action to  
create a more livable Massachusetts*



# A MESSAGE FROM OUR LEADERS



**The Healey-Driscoll Administration is strongly committed to creating a Massachusetts that is a great place for everyone to grow up and grow older.**

In the last ten years, our population has changed dramatically. Older adults aged 60+ now represent nearly 1 out of every 4 people in our state. We understand the critical contributions our older adults make to our state every day. They are leaders in the workplace, volunteers, parents, grandparents, caregivers, friends, neighbors, and skilled, knowledge-holders supporting their local communities. We want older residents to know how much we value the contributions they make to the social, economic, and cultural fabric of Massachusetts. They support us, and we will continue to support them.

As the number and diversity of our older adult population grows, we want to reinvest in them. Our state needs to be ready to embrace our older residents' unique skills and attributes and to support those who need us. Opportunities remain for us to improve the age- and dementia-friendliness of our environment, to further develop our infrastructure, and to strengthen our services to ensure Massachusetts continues to be a place to age well.

With this in mind, we are pleased to present *ReiMagine Aging 2030: The Massachusetts Plan*. The release of this plan signals our continued commitment to supporting older adults and creating a place for positive aging.

We would like to acknowledge and thank all those who have contributed to the development of this plan: our partners, stakeholders, residents, and particularly the older adults who participated in the listening sessions, took surveys, and provided feedback. The opportunities they identified for impactful action set the foundation of this plan. *ReiMagine Aging 2030: The Massachusetts Plan* describes a shared vision, key priorities, and a framework to guide our collective efforts over the next five years (2025-2030).

Together, across sectors and across the state, we will use this framework to drive action. We encourage people from all sectors to join us and get involved. We will continue to strengthen and deepen our statewide efforts to create a Massachusetts that supports all of us in aging well.

Maura T. Healey  
Governor of the Commonwealth

Kimberley Driscoll  
Lt. Governor of the Commonwealth



A photograph of an elderly couple standing on a beach. The woman, on the left, has short, curly, light-colored hair and is wearing a light blue t-shirt. She is smiling and looking towards the man. The man, on the right, has short, grey hair and is wearing a dark blue polo shirt over a red and white patterned collared shirt. He is also smiling broadly, showing his teeth, and has his arm around the woman's shoulder. The background is a soft-focus view of the ocean and a sandy beach under a bright sky.

# ACKNOWLEDGEMENTS

The *ReiMagine Aging 2030: The Massachusetts Plan* was developed through a collaborative planning process with strong public engagement. The Executive Office of Aging & Independence (AGE) convened a core work group of dedicated community organizations who led the development of this plan. A special thank you to the following organizations for the thought leadership, time, and energy that they contributed on this journey: **AARP Massachusetts, AgeSpan, Massachusetts Councils on Aging, Massachusetts Healthy Aging Collaborative, and UMass Boston Gerontology Institute.**

Our deep thanks to our community partners who co-hosted listening sessions around the Commonwealth, attended focus groups, distributed surveys, and assisted in the synthesis of findings. We also offer our sincere gratitude to all the community organizations, state agencies, philanthropies, businesses, community members, and older adults who provided input and feedback throughout this process. This plan has been built on your ideas and insights.

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# EXECUTIVE SUMMARY

*ReiMagine Aging 2030: The Massachusetts Plan - Taking age- and dementia-friendly action to create a more livable Massachusetts* is a continuation of the Commonwealth's commitment to everyone aging in Massachusetts. In 2018, the Commonwealth officially began age- and dementia-friendly work when Massachusetts became one of the first states in the nation to join [AARP's Network of Age-Friendly States and Communities](#), and a year later, developed a multisector plan on aging, coined the [Age-Friendly Massachusetts Action Plan](#). This milestone was a natural progression of the foundational grassroots age- and dementia-friendly work laid by municipalities, philanthropies, tribal organizations, and community-based organizations that began over 10 years earlier. Throughout this journey, cities and towns across Massachusetts have worked side-by-side with community-based organizations to create places where people of all ages can thrive. AARP Massachusetts, Massachusetts Healthy Aging Collaborative, and Massachusetts Councils on Aging have served as statewide backbone organizations providing leadership, strategic support, and technical assistance to communities.





Since the development of our 2019 multisector plan on aging, we achieved incredible successes led by engaged, committed partners and communities who have taken age- and dementia-friendly action across Massachusetts. We have also seen new challenges arise, such as the impact of the COVID-19 pandemic.

To help ensure older adults in Massachusetts can live longer, healthier lives on their own terms, we remain committed to making Massachusetts even more age- and dementia-friendly. We believe there is more we can do to harness the vast potential of our growing community of older adults. We have a unique opportunity to build on the intentional and thoughtful work of countless residents, communities, organizations, agencies, philanthropies, tribal organizations, non-profits, and private sector partners. Each of us plays a critical role in ensuring that our infrastructure, programs, and services are prepared to support older adults in leading high-quality, active, independent, and healthy lives.

Each of us plays a critical role in ensuring that our infrastructure, programs, and services are prepared to support older adults in leading high-quality, active, independent, and healthy lives.



# PRIORITIES FOR THE FUTURE

This refreshed version of our plan, titled *ReiMagine Aging 2030: The Massachusetts Plan* (furthermore referred to as the “Plan”), is an update to the state’s vision and aspirations for growing older in the Commonwealth. The Plan has been developed collaboratively with many community partners and Massachusetts residents. The purpose of this Plan is to align the partners around a shared vision and provide a framework for our efforts over the next five years (2025-2030). Structured around six key goals that describe the desired outcomes for older adults in the Commonwealth, the Plan identifies strategies and specific actions that state agencies, local communities, community-based organizations, and the private sector can implement to ensure Massachusetts is a great place for everyone to grow old and thrive.



## ECONOMIC OPPORTUNITY & SECURITY

Every older individual across Massachusetts can meet their basic financial needs



## PEOPLE & COMMUNITIES

Older adults and families are empowered decision makers with meaningful connections to their communities



## PLACES & SPACES

Natural and built environments enhance older adults’ mobility and livability



## HEALTH & WELLNESS

Older adults have optimal health for a high quality of life



## AGING IN ALL POLICIES

All local, regional, and statewide policies consider the implications for older adults



## INFORMATION, COMMUNICATION & FRAMING

Information is broadly accessible and reframes aging to value older adults

# THE MASSACHUSETTS LANDSCAPE

**Massachusetts residents enjoy one of the highest life expectancies in the nation.<sup>[1]</sup>**

Our residents are healthier overall and are more likely to maintain their quality of life and thrive well into their later years. Our state's commitment to older adult services, support, age- and dementia-friendly policies and practices has been a key contributor to these positive outcomes.

This year, the youngest Baby Boomers in Massachusetts will reach the age of 60, marking a significant milestone. Our older adult population now spans five decades, ranging from people in their 60s to people who have reached 100 years and more. In line with our higher life expectancy, residents aged 80 and over represent the fastest-growing segment of our older adult population.

In 2024, in collaboration with community partners, we began a multi-phased process to update and refresh the previous 2019 plan, beginning with direct public engagement, research, and other discovery activities, including a review of the current state of older Massachusetts residents' health, well-being, and aspirations for the future. For a complete overview of the community engagement process, analysis approach, and key feedback, see Appendix B.

Through these efforts, we identified the following trends.



**Our older adult population now spans five decades, ranging from people in their 60s to people who have reached 100 years and more.**



## Older Adults are Active Community Members

Older Massachusetts residents continue to contribute to the fabric of our society in formal and informal ways every day. While the number of retirees in the Commonwealth is increasing, a growing number of older adults are working longer, adding value to the Massachusetts economy well past the age of 65. Between 2007 and 2022, the population of workers aged 65 and older in Massachusetts more than doubled, rising from 131,000 to 291,000.[2]

### Number of workers aged 65+ in MA



There is an incredible wealth of knowledge and experience among older workers. To harness this, it is important to create an age-friendly environment that will encourage older workers to continue contributing their valuable skills and expertise to the workforce and the community.

In addition to working longer, older adults are actively contributing to our communities in a variety of meaningful ways. Many serve as important community and civic leaders, volunteers, and mentors, enriching our communities with their life experience and expertise. In 2024, over 20% of Massachusetts adults aged 65 and older engaged in volunteer activities.[3]



**OVER 20% OF OLDER ADULTS  
(65+) IN MASSACHUSETTS  
VOLUNTEER.**

In addition to providing benefits to their communities, older adults who volunteer even as little as two hours per week experience significant health benefits, including lower mortality risk, increased physical activity, and an overall positive effect on their well-being.[4] Many older adults also provide essential support to their families such as caregiving for parents, grandchildren, people with disabilities, and aging spouses. The Commonwealth continues to benefit from the involvement, experience, and knowledge of older people in every aspect of community and economic life.



## DID YOU KNOW?

Older workers contribute in a range of ways bringing deep knowledge and long experience that enrich both the work products and the workplace culture. Older adults also benefit a company's bottom line. The Organization for Economic Cooperation and Development (OECD) states that companies whose proportion of older workers is **10% higher** than that of other firms see **4% less turnover**.

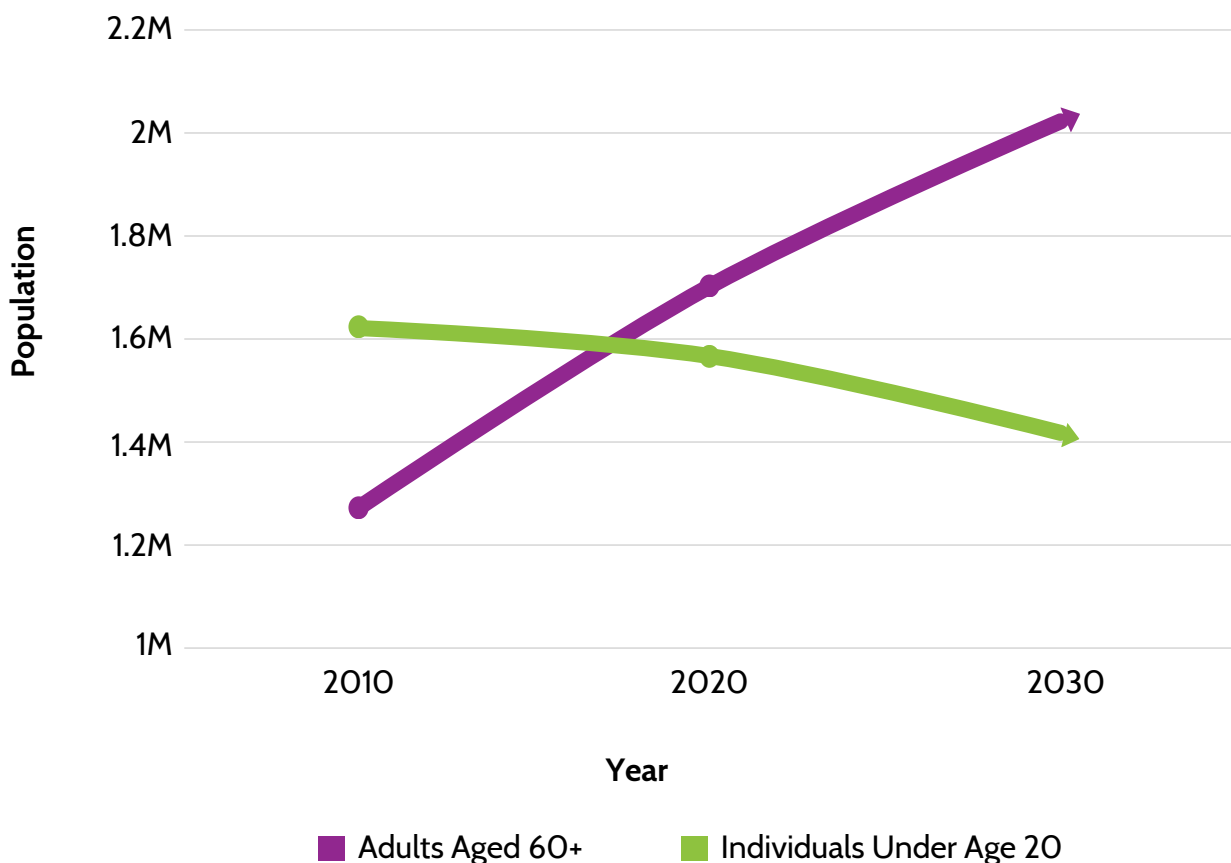
OECD (2020), Promoting an Age-Inclusive Workforce: Living, Learning and Earning Longer, OECD Publishing, Paris, <https://doi.org/10.1787/59752153-en>



## The Over 65 Population Is Growing Faster Than Any Other Age Group<sup>[5]</sup>

Today, 1.7 million adults over the age of 60 call Massachusetts home — nearly a quarter of our population.<sup>[6]</sup> Older adults are also one of the fastest growing demographic groups in the Commonwealth. Over the next 15 years, the fastest growing segment of our older adult population will be those over 80 years old.<sup>[7]</sup> (See Figure 2). In 2010, there were more people under the age of 20 than over the age of 60.<sup>[8]</sup> In 2025, those numbers have flipped, and projections for 2040 indicate that these population shifts will continue to deepen.<sup>[9]</sup>

**Figure 1: Number of Massachusetts Residents Age 60+ Exceed Individuals Under Age 20**



UMass Donahue Institute. (2024). UMass Donahue Institute V2024 Population Projections: UMDI V2024 Projections: Population by Age and Sex. <https://donahue.umass.edu/business-groups/economic-public-policy-research/massachusetts-population-estimates-program/population-projections>

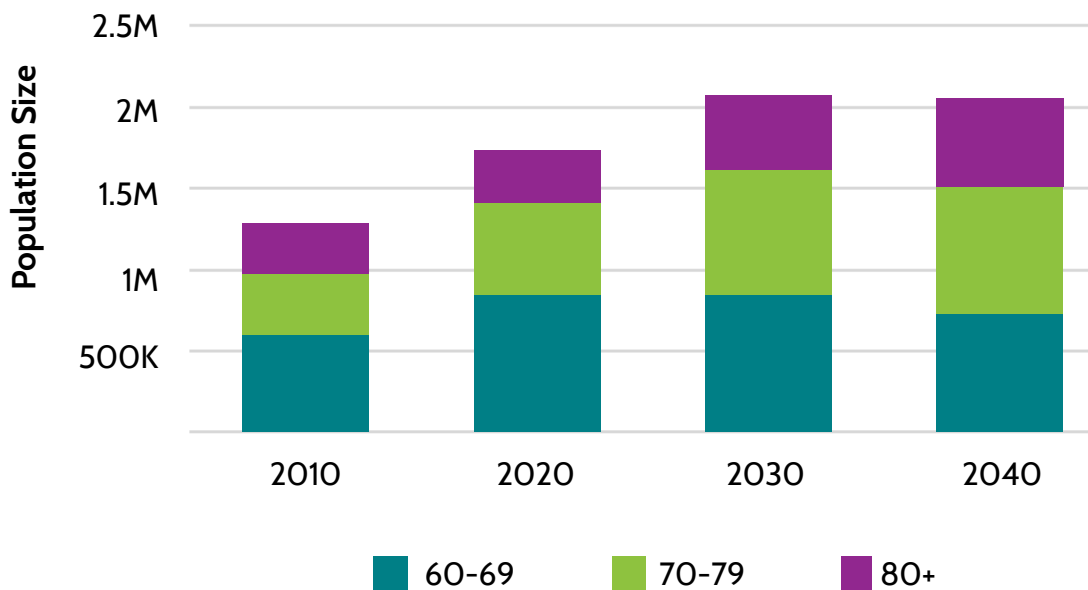


**1.7 MILLION ADULTS 60+ CALL MASSACHUSETTS HOME.**

Moreover, our older adult population spans a full five decades, with each decade bringing its own set of evolving needs shaped by life experiences, health, disability status, and social and economic status. For example, the number of people living with complex health conditions\* is increasing,[10] particularly among those aged 85 and older, with the majority of these conditions being managed in primary and community settings. This rapid growth has contributed to a heightened demand for tailored services and support.

To meet the needs of everyone, we must not only create clear opportunities for older adults to participate in society, but also ensure that sufficient resources and effective systems are in place to support the various needs of this growing population.

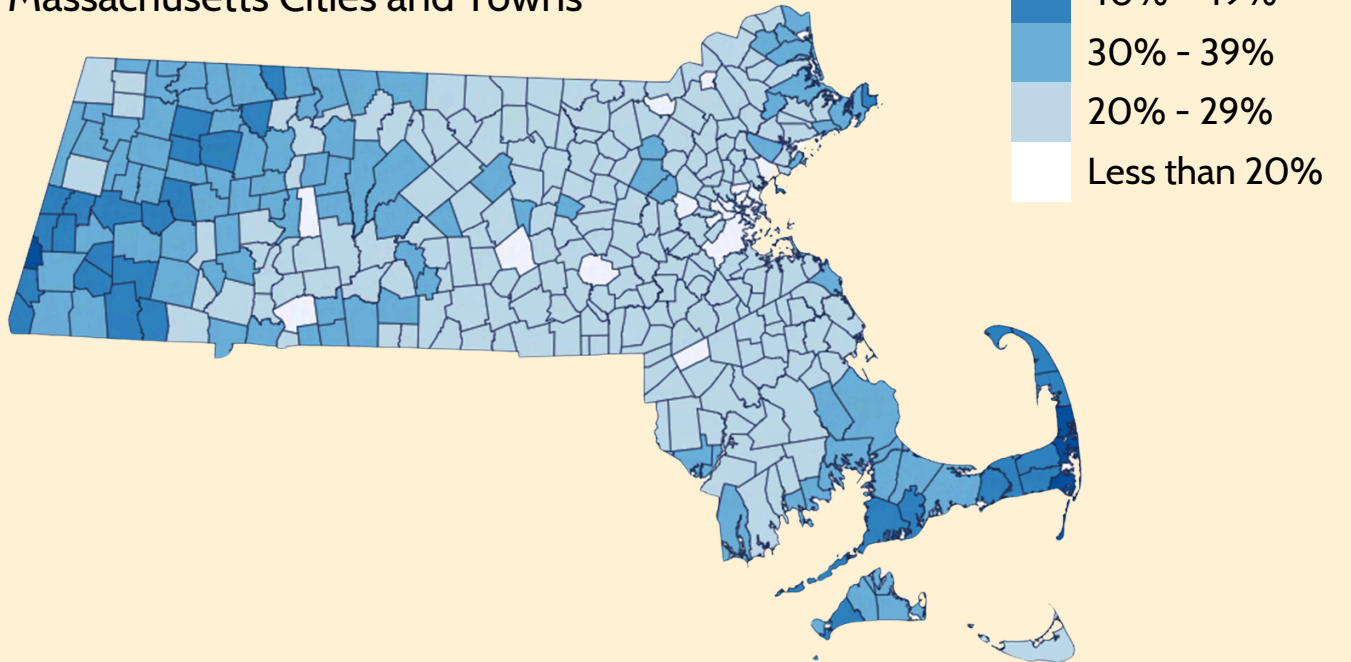
**Figure 2: Projected Growth of Massachusetts Residents Aged 60+, 2010-2040**



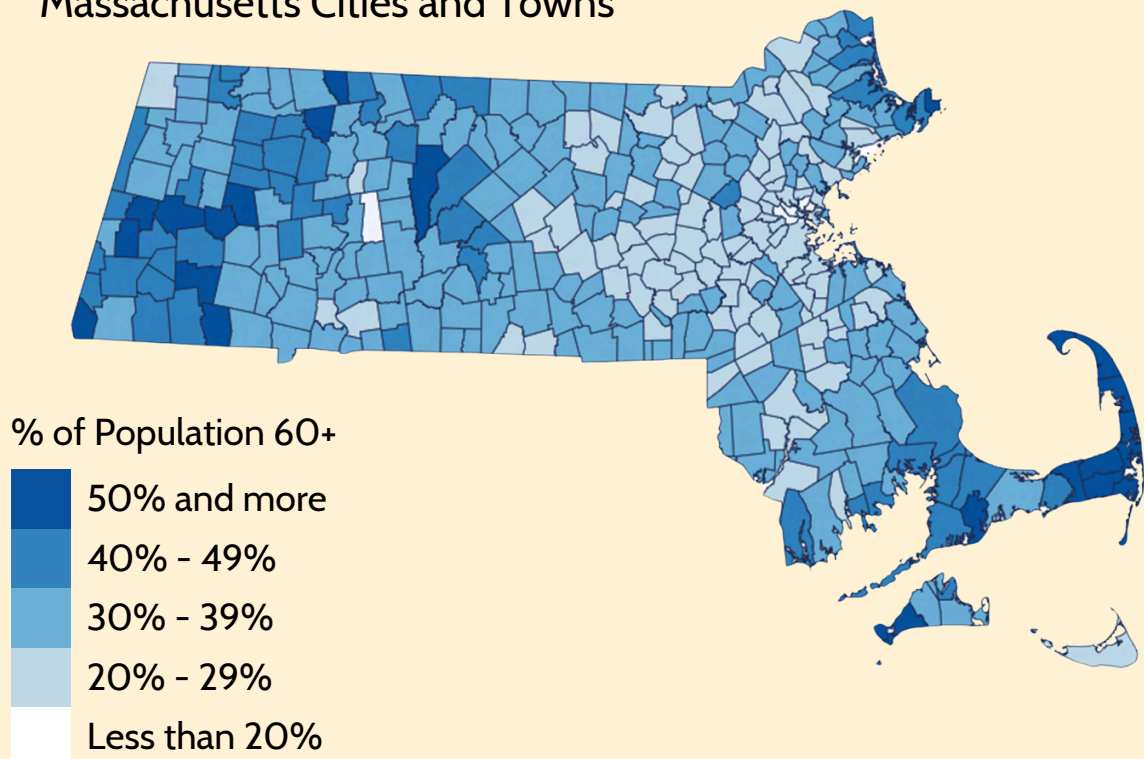
UMass Donahue Institute. (2024). UMass Donahue Institute V2024 Population Projections: UMDI V2024 Projections: Population by Age and Sex. <https://donahue.umass.edu/business-groups/economic-public-policy-research/massachusetts-population-estimates-program/population-projections>

\*Complex health conditions are defined here as the number of older people living with one or more long-term conditions.

## 2020 Percentage of Population Age 60+ Massachusetts Cities and Towns



## 2030 Projected Percentage of Population Age 60+ Massachusetts Cities and Towns





## The Older Massachusetts Population Continues to Become More Diverse

Massachusetts' total population, like the rest of the nation, is growing more racially and ethnically varied.[11] Since 2010, every county in Massachusetts has become more diverse.[12] Similarly, the racial and ethnic composition of Massachusetts residents aged 60+ has also changed.[13]

Our older residents come from various backgrounds, life experiences, socio-economic statuses, countries of origin, LGBTQIA+ communities, and disability communities. Residents aged 60+ increasingly speak a variety of languages. 17% speak a language other than English at home, and 10% report that they either do not speak English at all or they do not speak English “very well”. [14] The increasing diversity among older adults highlights the need for culturally tailored community programs and carefully designed communication plans. This diversity helps create a dynamic, innovative economy in Massachusetts and fosters a cultural vibrancy that attracts more talented and inspired people from around the world.

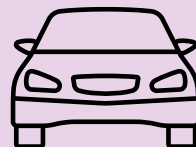


## Some Older Adults in Massachusetts Still Face Challenges, Particularly Economic Instability and Barriers to Good Health



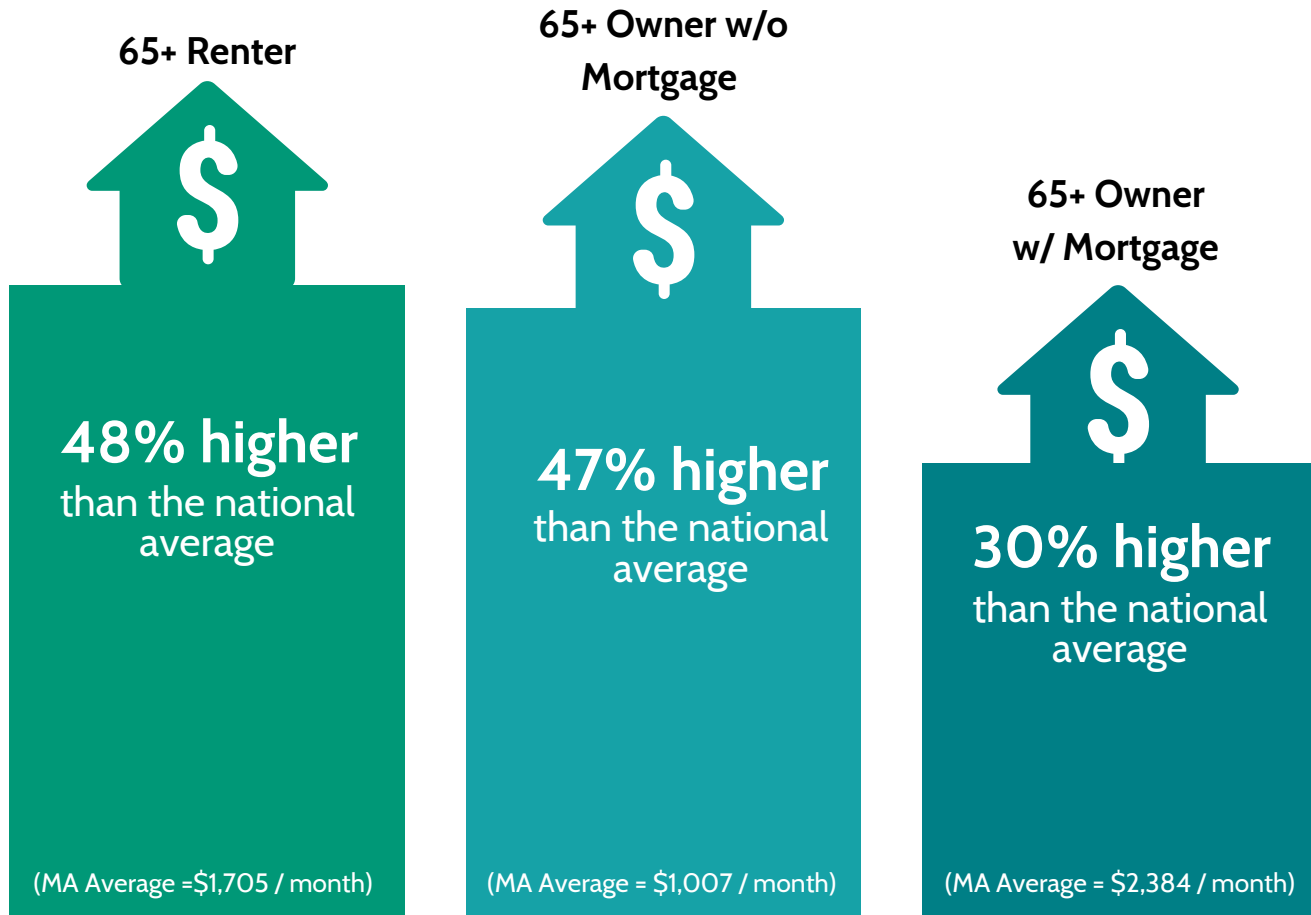
Economic security is a significant concern for many older adults in Massachusetts. According to the University of Massachusetts Boston Gerontology's Elder Economic Security Index report, approximately 57% of single older adults and 26% of older adult couples have annual incomes below the Elder Economic Security Standard Index.[15] These adults lack the income required to meet basic needs such as housing, food, healthcare, transportation, and other essential expenses.

### Basic Necessities



The report also highlights that the cost of living in Massachusetts has increased year over year for the last seven years,[16] resulting in substantial economic insecurity.

### Housing Costs for Older Adults in Massachusetts



*Note: These estimates apply to renters and homeowners aged 65+ in good health as per the Elder Index.*

Elder Index. (2024). *The Elder Index™ [Public Dataset]*. Boston, MA: Gerontology Institute, University of Massachusetts Boston. [ElderIndex.org](https://elderindex.org)

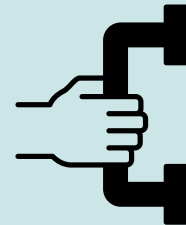
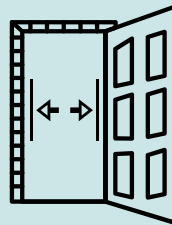
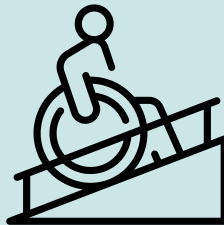
Housing is a large component of Massachusetts' high cost of living. Over 40% of older adult households (people aged 65 and over) in the state face housing costs that exceed 30% of their income,[17] considerably higher than the national average of 33.1%.[18] Massachusetts singles and couples who rent their homes experience the highest cost of living in the nation.[19]



In addition to the challenge of finding affordable housing, older adults on fixed or limited incomes may also have difficulty paying for home upkeep and modifications that help them maintain their independence in the communities of their choice. Home modifications can be difficult to afford, and homes with accessibility features such as walk-in showers, no-step entries, single-floor living, and wide hallways and doorways are in short supply.[20]

Across the nation, most older adults have a strong desire to stay in their home (75%) and in their community (73%) for as long as possible.[21] Massachusetts' older adults hope to do the same.

### Home Modifications



Massachusetts offers various benefits and programs to help older residents reduce expenses, such as state-covered home- and community-based services, tax deferrals, the Senior Nutrition Program, the Massachusetts Rental Voucher Program, the Serving the Health Insurance Needs of Everyone (SHINE) Program, the Medicare Savings Plan, and many more. These critical supports provide vital financial assistance and economic stability, but despite these efforts, barriers such as complex application processes, language limitations, and technology gaps still prevent some older adults from fully accessing these resources.



**ACROSS THE NATION, MOST OLDER ADULTS HAVE A STRONG DESIRE TO STAY IN THEIR HOME.**

Another barrier to economic security for older adults has been high-quality, affordable healthcare. Over the past five years, the healthcare landscape has become more complex, with a shortage of direct care workers and healthcare providers,[22] an increase in online healthcare tools, and rising healthcare costs.[23] Massachusetts boasts state-of-the-art hospitals and high-quality healthcare providers, but many people struggle with escalating costs and accessing care when they need it.[24] Many residents delay seeing a doctor or going to the hospital because of high costs,[25] and these costs continue to increase. Between 2022 and 2023, total healthcare expenditures in Massachusetts grew by 8.6% per resident.[26]

In this health landscape, disparities in health outcomes for older adults, particularly older adults of color, have come into focus over the last five years.



Massachusetts boasts state-of-the-art hospitals and high-quality healthcare providers, but many people struggle with escalating costs and accessing care when they need it.

Older adults have multiple intersecting identities and, over their lifetimes, may have experienced discrimination and barriers to accessing housing, employment, healthcare, and other systems.[27] This has resulted in higher risks for poor health outcomes,[28] social outcomes,[29] and economic insecurity.[30]

COVID-19 amplified existing inequities. For example, Massachusetts residents of color had “significantly higher COVID-19 infection rates, hospitalization rates, and age-adjusted death rates than white residents.”[31] Adults over 65 also faced greater risks of hospitalization and death from COVID-19. [32] The pandemic further exposed the dual vulnerability of older residents of color to serious negative health outcomes.

## Rising Challenges – Caregiving, Digital Access, and the Environment



Over the last five years, challenges related to caregiving, digital access, and the environment have risen in importance for older adults and their families. As our older population continues to grow in size and age, the need for caregivers has similarly grown.

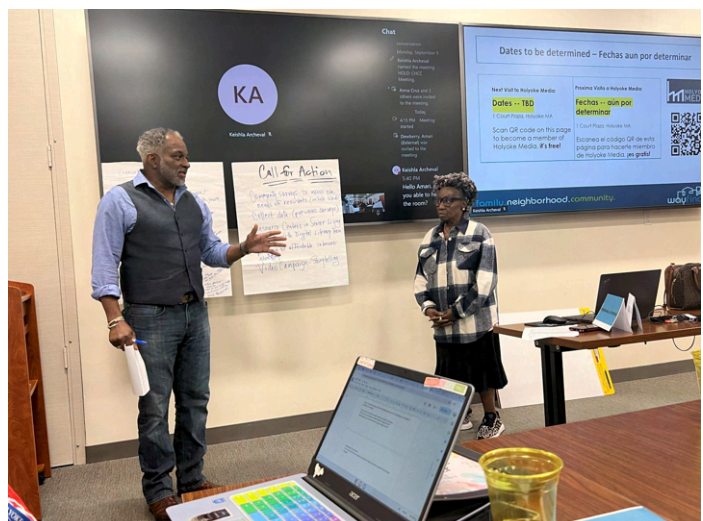
Caregivers provide essential support with daily living activities (e.g., eating, bathing, getting in and out of a chair, dressing, or using the bathroom) and often manage more complex care tasks related to serious long-term health conditions.[33] Both paid and unpaid caregivers play a crucial role in helping older adults remain in their homes and communities of choice, often delaying or preventing hospital visits and nursing home placement.[34] In 2021, one out of six Massachusetts adults, over 950,000 people, identified as unpaid caregivers.[35]

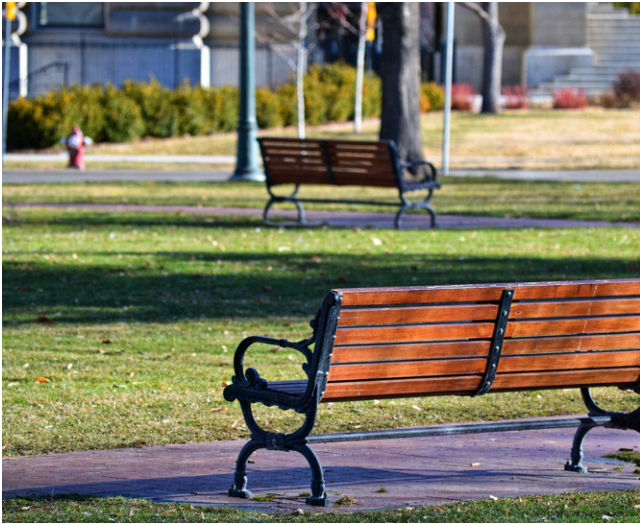
**In 2021, one out of six Massachusetts adults, over 950,000 people, identified as unpaid caregivers.**



Massachusetts caregivers contribute over \$15.1 billion annually in unpaid caregiving, underscoring not only their individual impact but also their wider societal contribution.[36] In 2023, a portion of these caregivers provided an estimated 246 million hours of care to older adults with Alzheimer’s disease or other dementias.[37] To enable this work, caregivers benefit from flexible work environments, stipend, or payment options that compensate them for their time, and state and local community training and support groups.

Another rising issue for older adults is their ability to access, learn, and use the technologies that are becoming increasingly necessary in their daily lives. When the COVID-19 pandemic disrupted traditional social supports, health systems, and basic communications, technology that enabled remote interaction became an indispensable part of life.[38] Since then, more services have moved online, making digital connectivity crucial for accessing telehealth appointments, accessing health records, using smart devices (e.g., thermostats, lights), and submitting applications (e.g., state benefits). Lack of internet access and low digital skills became a serious pain point for many older adults. They face barriers to engaging online, including access to affordable and accessible internet services, affordable devices, and the digital skills necessary to use them effectively.





In addition, there are significant disparities in online access. In 2020, older adults most likely to be offline included those living in rural areas, Black or Latino individuals, those enrolled in Medicaid, and individuals with functional impairments.[39] Strategic action has been taken to expand internet access to all through massive federal investment in broadband infrastructure, internet affordability programs, and digital literacy initiatives.[40]

A third rising challenge is the condition of our natural and built environments. Everyone needs access to clean air, water, and green outdoor spaces. For older adults especially, safe, well-designed built spaces such as sidewalks, parks, outdoor spaces, and other public infrastructure can have a major impact on mobility, independence, and wellbeing. To enjoy the outdoors and corresponding built environment, a healthy natural environment must also be available. However, as the climate changes, the natural environment is becoming compromised.

There are increasing numbers of extreme weather events, natural hazards from disrupted ecosystems, and rising temperatures. Thus, climate resiliency has become a critical issue for older adults in Massachusetts. Older adults are particularly vulnerable to experiencing adverse effects related to climate events.[41] For example, older adults face increased risks of severe illness from heat-related conditions, including disrupted sleep due to overheating, leading to health implications (such as impaired cognitive and physical function), [42] and respiratory issues from exposure to pollution.[43] Older adults from some communities may have an even higher risk of being impacted by climate disruption. For example, those who live in environmental justice areas[44] near commercial and industrial buildings in Massachusetts have a 57% higher risk of flood damage than the rest of the Commonwealth.[45] Addressing older adult's climate resiliency will be increasingly important for everyone to continue to thrive in Massachusetts.

**For older adults especially, safe, well-designed built spaces such as sidewalks, parks, outdoor spaces, and other public infrastructure can have a major impact on mobility, independence, and wellbeing.**



# AGE-FRIENDLY IS A GLOBAL VISION

In response to global population aging, in 2010 the World Health Organization (WHO) established the WHO Global Network for Age-friendly Cities and Communities to connect communities and organizations worldwide around the “common vision of making their community a great place to grow old in.”[46] Shortly after, in 2012, AARP established the AARP Network of Age-Friendly States and Communities to encourage and support elected leadership in cities, towns, counties, and states to make a commitment to creating more livable communities for people of all ages, especially older adults.[47]



In the last few years, many states have developed Multisector Plans for Aging (MPAs), cross-sector state-led strategic plans. These plans take a coordinated approach to developing accessible, high-quality physical and social environments, supports, and resources to promote healthy aging.[48] MPAs also seek to address intersecting issues related to healthcare, housing, transportation, and other social determinants of health. As of January 2025, ten states have established MPAs, and several others are in the development process.[49] Massachusetts is a member of AARP’s Network of Age-Friendly States and Communities, and this Plan serves as the Commonwealth’s MPA.



# AGE-FRIENDLY IN MASSACHUSETTS

“Age-Friendly” in Massachusetts describes a movement to make communities more welcoming and livable for people of all ages. Age-Friendly efforts put people at the center of planning and strives to create places where older adults can flourish. A core belief of the movement is that the energy and experiences of older adults are a vital, largely untapped resource that enrich communities.

A critical partner to the Age-Friendly movement is the Dementia Friendly initiative. The aim of Dementia Friendly work is to make communities more inclusive and supportive of those living with dementia, as well as their families and care partners. A Dementia Friendly community is informed, safe, and respectful of people living with dementia and enables them and those who care about them to live full, engaged lives. The Commonwealth recognizes the importance of integrating age- and dementia-friendly activity wherever possible. In collaboration with community partners, an [online toolkit](#) was developed to provide communities with guidance, specific examples, and links to resources for integrating their age- and dementia-friendly efforts.

Massachusetts also has the [\*Massachusetts State Plan on Alzheimer’s Disease and Related Dementias\*](#) (Alzheimer’s State Plan), which focuses on coordinating government efforts to optimize and leverage appropriate resources. The Alzheimer’s State Plan and this Plan align and reinforce each other. Together, age- and dementia-friendly actions build communities that are livable at every stage of life. For more information on the alignment between plans, see Appendix A.





# ACKNOWLEDGING OUR HISTORY

The age- and dementia-friendly movement started in Massachusetts long before this Plan. There was already a strong foundation of age- and dementia-friendly efforts across the Commonwealth, including in state and municipal government, and in the business, philanthropic, academic, healthcare and non-profit sectors. In 2017, Executive Order 576 launched then-Governor Charlie Baker's Governor's Council to Address Aging in Massachusetts (Council).[50] The Council published recommendations to advance age- and dementia-friendly goals and identified a set of priorities, which led to the development of the previous 2019 Plan.

Numerous leaders and organizations have committed to creating environments that foster healthy, active, and purposeful aging. The reach of the age- and dementia-friendly movement now spans over 250 cities and towns across every region of the state. The number of participating communities continues to expand thanks to dozens of dedicated organizations advancing this work.



212

Communities Involved  
in Regional Age- AND  
Dementia-Friendly  
Efforts



133

Age-Friendly  
Communities



122

Dementia-Friendly  
Communities



84

Communities  
Designated  
Age- AND  
Dementia-Friendly



- Central Massachusetts Regional Planning Commission – 40 communities
- Franklin County/North Quabbin – 30 communities
- Healthy Aging Cape Cod – 15 communities
- Healthy Aging Martha's Vineyard – 6 communities
- Metropolitan Area Planning Council (MAPC) – 101 communities (encompasses Neponset Regional Chamber of Commerce, Age- and Dementia-Friendly Cape Ann, and Minuteman Advisory Group on Interlocal Coordination (MAGIC) sub-region)
- North Central Massachusetts/Fitchburg – 27 communities (20 distinct communities, i.e., some communities overlap with adjacent regions)

Age-Friendly Communities are defined here as either cities and towns recognized via AARP, with World Health Organization designation, or with municipal resolutions committing to age-friendly effort. Dementia Friendly Communities are defined here as Massachusetts communities who have signed Dementia Friendly Massachusetts Pledge and have a designation certificate.

# PARTNERSHIP AND PUBLIC ENGAGEMENT FOR A BETTER TOMORROW



Building an age- and dementia-friendly Massachusetts requires the insights, expertise, and enthusiasm of residents, stakeholders, and partners from all sectors across the state. Our communities best know their own unique needs and strengths, and we value their voices. With this in mind, AGE convened a work group of community leaders from AARP Massachusetts, Massachusetts Councils on Aging, UMass Boston Gerontology Institute, AgeSpan, and Massachusetts Healthy Aging Collaborative. This work group designed an intentionally collaborative approach to community engagement, with special consideration as to how the process could most equitably engage, involve, and impact the people we are working alongside and trying to serve.



**OUR COMMUNITIES BEST KNOW THEIR OWN UNIQUE NEEDS AND STRENGTHS, AND WE VALUE THEIR VOICES.**



**WE HEARD A RANGE OF IDEAS ON HOW TO MEET THE CHALLENGES OF THE FUTURE AND STRENGTHEN MASSACHUSETTS' ACTIONS AND POLICIES TO SUPPORT AGING WELL.**



To create this Plan, we went to our communities to better understand the current realities of aging. With the support of community partners, we co-hosted a series of nine in-person and virtual listening session events to gather input and ideas from residents and community members. We heard ideas on how to meet the challenges of the future and strengthen Massachusetts' actions and policies to support people to age well in our communities. We also provided opportunities for people to submit written feedback through [mass.gov](https://mass.gov)'s public comment portal, and through online and paper surveys translated into five languages. Over 1,000 people engaged either through the listening sessions or through written feedback.

Please see Appendix B for a detailed overview of the public engagement methods.

# ANALYSIS

Discovery activities included a scan of the current state of older Massachusetts residents' health and well-being, a literature review and policy scan for age-friendly best practices, and review of the priority areas of local city, town, and regional age- and dementia-friendly action plans from 2019-2024. In addition, a review of Massachusetts and New England reports related to older adults' priorities, changing demographics, and age- and dementia-friendly innovation, best practice, and policy shifts in the last 5 years was conducted. The work group synthesized all discovery findings, reviewed progress from the previous 2019 plan, and identified key priority areas to facilitate the community engagement and further analysis. Next, two focus groups were held with community and state leaders to assist in the examination of all the public feedback, synthesize discovery findings, and make recommendations. Part of the analysis included evaluation of each proposed strategy and action against five cross-cutting themes: equity and inclusion, positive aging framing, sustainability, statewide systemic action, and honoring community priorities. As a part of establishing a comprehensive statewide approach, the analysis also included a review of relevant state plans to ensure strategic alignment, including the [\*Massachusetts State Plan on Aging\*](#) and the [\*Massachusetts State Plan on Alzheimer's Disease and Related Dementias\*](#), among others. See Appendix A and B for further information.

# PRIORITIES FOR AN AGE- AND DEMENTIA-FRIENDLY MASSACHUSETTS

## Goals, Strategies, and Actions

The Plan has been updated from the previous 2019 plan to reflect the most current priorities, needs, and aspirations of our communities. Community input, along with the current state analysis, led to the development of six aspirational goals, 34 extensive strategies, and a series of focused actions. See Appendix C for an overview of community-identified priorities.

The new goals, strategies, and actions align with the 2019 plan, but have been enhanced and strengthened to meet current priorities. Each goal describes a desired outcome for older adults in the Commonwealth.



The goals of the Plan are intentionally cross-cutting to provide a statewide perspective. There is a focus on areas where the Commonwealth can successfully drive systems change, align resources, and amplify the work already completed or underway. The strategies outline the broad approach to meeting the Plan's goals, and the actions articulate the specific activities to progress each strategy over the next five years. The six overarching goals are listed below. Find a detailed description of goals, strategies and actions on page 35.



## ECONOMIC OPPORTUNITY & SECURITY

Every older individual across Massachusetts can meet their basic financial needs

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## PEOPLE & COMMUNITIES

Older adults and families are empowered decision makers with meaningful connections to their communities

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## PLACES & SPACES

Natural and built environments enhance older adults' mobility and livability

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## HEALTH & WELLNESS

Older adults have optimal health for a high quality of life

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## AGING IN ALL POLICIES

All local, regional, and statewide policies consider the implications for older adults

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## INFORMATION, COMMUNICATION & FRAMING

Information is broadly accessible and reframes aging to value older adults

# MISSION, VISION & VALUES

The Commonwealth of Massachusetts remains committed to the mission, vision, and values that drive the Plan forward. The values guide the implementation of all the statewide initiatives and anchor all aspects of this multi-year plan.

## Mission

To amplify, align, and coordinate local, regional, and statewide efforts that demonstrate the commitment to create a welcoming and livable Massachusetts as residents grow up and grow older together.

## Vision

Aging in Massachusetts is welcomed because it has been reimagined. The Commonwealth is an accountable partner in embedding aging in all policies. It supports communities and residents with opportunities to age meaningfully in the communities of their choice.

## Values of Age-Friendly Massachusetts

- 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 with a commitment of closing the gap between communities that have experienced historical disinvestment and those with greater assets and resources
- To embed and amplify the voice and perspective of residents and communities in all decisions and plans
- To facilitate collaboration at the state, local, and community levels to identify barriers, eliminate gaps, and align resources
- To share data, information, and resources and disseminate knowledge
- To advocate for and encourage policy and practices that embed aging within and across a broad range of issues and sectors
- To leverage innovation and technology where possible

# FLEXIBLE FRAMEWORK WITH A COLLABORATIVE APPROACH



This Plan provides a framework and guidance to support communities and partners to reflect on their communities' unique needs, align where possible, and prioritize their age- and dementia-friendly actions.

In this way, solutions can be tailored to fit the distinct needs of each community, sector, municipality, and population. The Commonwealth recognizes that becoming age- and dementia-friendly is a fluid process. This is an ongoing journey that requires direction from community members, partners, and various stakeholders to ensure that all practices, policies, and initiatives reflect the voice of older adults and communities. This Plan is intended to guide us over the next five years and act as a living document that will be continuously updated and renewed over time.

# THE STATE'S COMMITMENT

Our Plan is rooted in a community-based approach. We recognize that communities have been leading grassroots age- and dementia-friendly action, and the Commonwealth is committed to continued partnership with our communities, the aging services sector, and across a range of sectors (e.g., business, philanthropic, academic, housing, transportation, healthcare and non-profit sectors, etc.) to support action and innovation. There are two main roles for the Commonwealth in this Plan:



## Statewide Facilitator

To support all communities and a variety of sectors to take age- and dementia-friendly action, which involves scaling best practices, addressing barriers, and coordinating efforts.



## Policy Leader

To work across state agencies and departments to embed aging in all policies across state government.



# CHAMPIONS

## An open invitation to be a champion of ReiMAgine Aging 2030: The Massachusetts Plan

Massachusetts has an incredibly innovative, strong group of collaborators and partners. To accelerate this work and take action to change the environment for older adults, we all must be committed to driving it forward, championing this work, and connecting others to the vision. We welcome you to bring your expertise to this work and to find innovative ways to increase the quality of life for older adults and all those who care about them. Partner with us to be an active champion for aging well.

Whether you are new to this work or deeply steeped in the movement, we encourage individuals and organizations to be a:

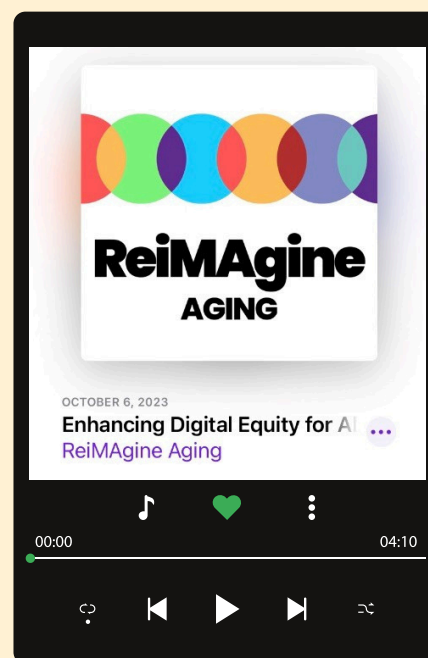
- **Leader Champion** – For more than a decade, many organizations have been deeply committed to partnering to create environments that foster healthy, active, and purposeful aging. We encourage you to continue your leadership in the strategy areas that align with your organization’s mission and purpose. Continue to partner with the Commonwealth and others to elevate, accelerate, innovate, and lead action to implement the Plan.
- **Champion** – As a convener in your space, take new actions that align with the Plan. Champion the strategies that align with your organization’s mission and purpose. Connect others in your sphere to this work. Share local, regional, or statewide practices so that we may all continue to learn from one another.
- **New Participant** – Learn more about the age- and dementia-friendly movement or specific initiatives and practices cited here, including ways to augment and participate in this work.

If you would like to be a champion of the ReiMAgine Aging 2030: The Massachusetts Plan, please reach out at [Aging.Conversation@mass.gov](mailto:Aging.Conversation@mass.gov)



## Hear About Age- and Dementia-Friendly Successes!

The podcast series, *ReiMAgine Aging*, tells the story of the age- and dementia-friendly movement that has been taking place across Massachusetts. This series highlights changes taking place to update infrastructure, promote volunteer and employment opportunities, expand affordable supportive housing, increase transportation options, support caregivers, and improve digital access. *ReiMAgine Aging* was produced in partnership with the [Massachusetts Healthy Aging Collaborative](#) (MHAC) with support from [Point32Health Foundation](#). Listen to these stories to hear the voices that are making our communities a great place to grow up and grow older. Available on [Spotify](#), [Apple Podcasts](#), as well as online at [reimagineaging.net](#).



LISTEN NOW



# NEXT STEPS

01

## Leverage the Momentum

Implementation has already begun. The intention of this refreshed Plan is to go further, to leverage the momentum that has been building for two decades, and to intentionally expand our focus to enlist new cross-sector partners. Additionally, the state will reinvest in embedding aging across all state policies and practices to drive positive quality of life changes for older adults and the people who care about them.

02

## Understand the Impact

In the next year of this Plan, we will develop a framework to help assess our impact. In partnership with Massachusetts communities and academic partners, we will investigate high-level indicators and aspirational targets to keep us on track and inspire new partners to act.

In 2025, an update to the Healthy Aging Data Report for Massachusetts will be released by the University of Massachusetts Boston Gerontology Institute. It will provide a refreshed and detailed view of individual and community health indicators and statewide information on older adult demographics, living arrangements, health status, strengths, and vulnerabilities. This comprehensive set of healthy aging indicators will inform the development of our statewide impact framework and can assist cities and towns to further develop their age- and dementia-friendly plans.[51]

03

## Assess Progress

Goals, strategies, and actions will be monitored and tracked to assess overall progress. The Plan will be evaluated and refreshed regularly to reflect the dynamic nature of community and demographic change. Every two years, the state will undertake a deliberate review of its efforts to ensure that the Plan's goals are being met.

04

## Engage Communities, Champions, and New Partners

Feedback will be sought continuously from residents and stakeholders to inform and advise the Plan. Visit [www.mass.gov/age-friendly](https://www.mass.gov/age-friendly) for additional information, to become a champion, or to submit comments, ideas, and feedback.





REIMAGINE AGING 2030:  
THE MASSACHUSETTS PLAN

# GOALS, STRATEGIES, & ACTIONS

*Each section highlights success stories from the last five years.*



ECONOMIC OPPORTUNITY & SECURITY

# GOAL 1 STRATEGIES & ACTIONS

# GOAL 1



## ECONOMIC OPPORTUNITY & SECURITY

Every older individual across Massachusetts can meet their basic financial needs

Strategies	Actions
<p><b>1</b> Ensure that local and statewide housing planning specifically contemplates provision for affordable, accessible, and supportive senior housing and housing options</p>	<ul style="list-style-type: none"> <li>• Work toward policies that prioritize the development and availability of affordable housing options including supportive housing, single-story housing, 55+ communities, multigenerational housing, more Accessory Dwelling Units (ADUs), and address long waitlists for subsidized housing</li> <li>• Develop new production of moderate-income housing for older people through new cross-sector financial partnerships and exploration of a loan product</li> <li>• Explore a housing bridge subsidy program for eligible applicants who are on a waitlist for the Massachusetts Rental Voucher Program (MRVP) and the expansion of the MRVP</li> </ul>
<p><b>2</b> Support the enhancement of programs that alleviate cost of living burdens (e.g., fuel assistance, tax abatement, nutrition security programs, etc.) for older adults</p>	<ul style="list-style-type: none"> <li>• Map statewide programs that alleviate cost of living burdens (e.g., Home Energy Assistance, Senior Nutrition Program, SHINE, SNAP benefits including medical expenses etc.) and analyze potential enhancements of these programs</li> <li>• Investigate increasing the property tax abatement limit for people over age 60 who provide volunteer services to their city or town</li> <li>• Provide tools to cities and towns to promote accessibility of local tax relief programs, including property tax and utilities</li> <li>• Support programmatic approaches to reduce older adults' transit costs (such as affordable micro-transit, or the MassDOT and Regional Transportation Authorities (RTAs) partnership to pilot fare-affordability transit programs for older adults)</li> </ul>



Strategies	Actions
<p><b>3</b> Develop opportunities for economic stability and economic mobility, particularly among older adults who experienced significant systemic inequities throughout their lives</p>	<ul style="list-style-type: none"> <li>Investigate a Senior Area Median Income (AMI) to allow for more older adults on fixed incomes to qualify for services</li> <li>Investigate the expansion of the Earned Income Tax Credit (EITC) to include unpaid caregivers of older adults</li> </ul>
<p><b>4</b> Promote the adoption of age-friendly employment practices across business and industry (including flexible work options, and support for caregivers), and elevate the best practices of age-friendly employers</p>	<ul style="list-style-type: none"> <li>Encourage age-friendly employer policies which include acknowledgement and support of caregivers</li> <li>Support automated savings programs that make it easy for small businesses and their employees to automatically enroll in retirement savings plans</li> <li>Promote and celebrate age-friendly employer best practices (e.g., specific policies and practices from age-friendly universities, health systems, and businesses)</li> </ul>
<p><b>5</b> Encourage the development of opportunities for volunteering, lifelong learning, and civic participation of older adults</p>	<ul style="list-style-type: none"> <li>Develop partnerships between Councils on Aging (COAs) and other community-based organizations and Community Colleges to increase older adults' access to education for those interested in reskilling for encore careers or following new educational interests</li> <li>Support avenues for older adults who want to change or advance careers, including existing state programs that pay for community college</li> <li>Use successful civic engagement strategies (e.g., Boston's Senior Civic Academy model) to create further civic engagement opportunities for older adults throughout the Commonwealth</li> <li>Increase education and awareness of scams, fraud, and financial exploitation of older adults</li> </ul>
<p><b>6</b> Partner with community-based organizations to promote awareness of public benefits to support income security, as well as the availability of assistance and resources to apply for these benefits</p>	<ul style="list-style-type: none"> <li>Develop more educational tools to assist people to plan for a longer life including saving for retirement, establishing social supports, and navigating the healthcare landscape</li> </ul>

# GOAL 1 SUCCESS STORIES

## Lower Cape Housing & ADU Resource Center

The [Lower Cape Housing & ADU Resource Center](#) (the Resource Center) is a partnership between the Community Development Partnership and the Homeless Prevention Council to help ensure residents have access to the resources and support needed to maintain their housing on the Lower and Outer Cape. The Resource Center shares knowledge and best practices around the development of accessory dwelling units (or ADUs). They work directly with homeowners seeking guidance and resources to develop ADUs, providing customized technical assistance. They also collaborate with municipalities, local planning departments, and housing trusts to support the development of ADU bylaws, procedures, and programs in Brewster, Eastham, Harwich, Orleans, and Provincetown. As part of this work, they also administer the Wellfleet Affordable Housing Trust's ADU Forgivable Loan program and have managed temporary incentive programs to support ADU development on the Lower and Outer Cape. The Resource Center is a grant-funded project.

## Reunir

[Reunir](#) (Spanish for “to gather”) is a program designed to improve older adults’ access to healthy meals, reduce food insecurity, and increase social engagement for older adults in immigrant and refugee communities. The program is a partnership between AgeSpan, the Cambodian Mutual Assistance Association, and six local, minority-owned restaurants in Lawrence and Lowell. In this program Latino and Southeast Asian older adults may qualify for up to two free dine-in meals at any participating restaurant each month. There they can enjoy a healthy meal and socialize with others. Staff at each restaurant received Reframing Aging training so that they would be better equipped to serve an aging population.

In the first two and a half years of the program, more than 500 older adults have participated. Surveys reveal that 45% of participants experienced a significant reduction in loneliness. These results reflect the success of the approach, which combines nutritious meals with social engagement opportunities, ultimately reducing loneliness among participants. Reunir is a three-year pilot program funded through an Administration for Community Living grant.

## Massachusetts Senior Circuit Breaker Tax Credit

In 2023, the Healey-Driscoll Administration doubled the [Senior Circuit Breaker Tax Credit](#), which gave more than 100,000 Massachusetts seniors an opportunity to save more of their income. The tax credit program allows eligible older adults (65 or older by December 31 of the tax year) that own or rent their primary residence in Massachusetts to claim a refundable credit on their Massachusetts personal income tax return based on the actual real estate taxes or rent paid on the Massachusetts residential property. The maximum credit amount for tax year 2024 was \$2,730. This is a simple policy to put money back in the pockets of older adults.



**SENIORS:**

**Put up to \$2,730  
in your pocket.**

See if you qualify.

**Mass.gov/TaxCuts**

 **CUTTING TAXES  
SAVING YOU MONEY**

**Put up to \$2,730 in  
your pocket.**

Governor Healey increased the **Senior Circuit Breaker Tax Credit** up to \$2,730 if you're 65 years of age or older.

**You may qualify if:**

- ☒ You or your spouse was 65 or older by December 31, 2024
- ☒ You own or rent in Massachusetts as your principal residence
- ☒ Your total income is below a certain amount based on your filing status

**Mass.gov/TaxCuts**





PEOPLE & COMMUNITIES

# GOAL 2 STRATEGIES & ACTIONS

# GOAL 2



## PEOPLE & COMMUNITIES

Older adults and families are empowered decision makers with meaningful connections to their communities

Strategies	Actions
<p><b>1</b> Promote understanding of the variety of backgrounds and experiences in aging populations and how these affect older adults' preferences and needs to age well in our communities</p>	<ul style="list-style-type: none"> <li>• Encourage regional bodies and municipalities to create processes to provide ongoing input about self-identified needs and views of older adults into local policy and planning</li> <li>• Increase the use of older adult data and toolkits to start or accelerate age- and dementia-friendly work (such as the Age- and Dementia-Friendly Integration Toolkit, AARP "Roadmap to Livability" Workbooks and the Healthy Aging Data Reports)</li> </ul>
<p><b>2</b> Collaborate across sectors and with potential new partners to create programs and services for a range of communities</p>	<ul style="list-style-type: none"> <li>• Develop an array of programs, services, and opportunities that support a range of needs (e.g., racial, ethnic, languages spoken, veterans, new immigrants, LGBTQIA+, people with mobility impairment, hearing impairment, visual impairment, etc.)</li> <li>• Improve cross-sector and inter-departmental collaborations to develop age-friendly programs, services, and environments that are culturally and physically welcoming of all older adults</li> <li>• Develop and enhance welcoming spaces for culture sharing (e.g., food, photos, music, experiences, language, etc.) that create opportunities for social connection</li> <li>• Invest in age- and dementia-friendly community-led strategies that address health inequities</li> </ul>
<p><b>3</b> Expand opportunities for older adults and people with cognitive impairment to work and volunteer in communities to combat stigma around aging as well as Alzheimer's and dementia</p>	<ul style="list-style-type: none"> <li>• Partner with Chambers of Commerce and other business groups to connect employers to information and resources that support caregivers, brain health, and healthy aging.</li> <li>• Expand opportunities for people with cognitive impairment to volunteer in communities to combat stigma around Alzheimer's and dementia</li> </ul>

Strategies	Actions
<p><b>4</b> Continue to encourage the development of age-friendly community programming and support across the Commonwealth particularly in rural, environmental justice, historically marginalized, and traditionally underrepresented communities</p>	<ul style="list-style-type: none"> <li>• Increase funding for community programs that offer financial literacy, job training, and legal aid, and other age-friendly initiatives</li> <li>• As the front door to aging services at the community level, ensure that COAs are receiving adequate local and state funding to keep in step with the increasing population of older adults and to support and sustain the vital programs, services, and resources</li> <li>• Increase participation in age- and dementia-friendly initiatives in rural, environmental justice, historically marginalized, and traditionally underrepresented communities</li> </ul>
<p><b>5</b> Support intergenerational initiatives that help reduce ageism and address social isolation and loneliness for both older and younger people</p>	<ul style="list-style-type: none"> <li>• Convene a multigenerational summit on ageism to explore opportunities to create intergenerational activity and mutual support among students, caregivers, and older adults that produces a white paper with guidance on how to combat ageism across generations</li> <li>• Promote programs and services (e.g., legal, financial, support groups) that support grandparents raising grandchildren</li> <li>• Identify best practices and scale intergenerational programs and educational curriculum that enable younger people to reimagine what it means to grow older or to be living with Alzheimer's, dementia, or other disabilities</li> </ul>
<p><b>6</b> Continuously co-develop, co-create, and engage with older adults and caregivers throughout the Commonwealth to effectively meet their needs</p>	<ul style="list-style-type: none"> <li>• Increase availability of family caregiver support, with a focus on dementia care, to enhance the capacity of families and communities to care for older adults</li> <li>• Connect paid and family caregivers with resources that acknowledge the range of family experiences and include multiple generations and families of choice</li> <li>• Partner with employers to strengthen businesses' support of family caregivers in the workplace</li> <li>• Collaborate with state Executive Offices working on the whole-of-government approach to caregiving to ensure affordable, high-quality senior caregiving in Massachusetts</li> </ul>

# GOAL 2 SUCCESS STORIES

## Waltham Connections for Healthy Aging outreach to Latino and Ugandan older adults

Since 2022, [Waltham Connections for Healthy Aging](#) has managed a program to support outreach to Latino and Ugandan older adults in their community. Their program seeks to engage the city's large Ugandan and Latino populations through social events, distribution of translated materials (such as the Council on Aging newsletter), and most recently two part-time outreach workers. The workers help connect older adults to services, activities, and information through one-on-one help, and organize weekly gatherings for social time, activities, and outside guest speakers. The outreach work is supported by volunteer time, the Point32Health Foundation, and Springwell, the local Aging Services Access Point (ASAP).

More than 100 Ugandan residents participated sometime in the first year of their weekly "Salon" at the Africano community center which included a full day of programming; and more than 75 Latino older adults participated in the first year of the weekly "Hora del Café" meeting at the senior center.

The program has a large and growing group of participants, and evaluations from outreach workers show expanded and strengthened connections to other community agencies, success in addressing a wide range of needs (e.g., housing, finances, immigration, etc.), and creation of welcoming spaces for older adults to both socialize and learn about community resources.



## The Massachusetts Coalition to Build Community and End Loneliness

[The Massachusetts Coalition to Build Community and End Loneliness](#) (the Coalition) unites 250 leaders from 150 organizations to foster social connection statewide. The Coalition launched Massachusetts Good Neighbor Day of Action, an annual event where communities come together to strengthen bonds. In 2024 activities included congregate meals for older adults, intergenerational library programs, block parties, and community beautification projects.

Inspired by Governor Healey's proclamation declaring September 28th as Good Neighbor Day of Action, 32 communities throughout Massachusetts hosted events to unite residents and strengthen community bonds.

The Coalition developed a replication toolkit that includes planning tips, a sharing guide, and media support to assist communities in hosting Good Neighbor Day events. Greater awareness of social isolation and community-driven solutions resulted in nearly 100 new members across Massachusetts joining the Coalition's efforts to enhance social connections.



## Point32Health Foundation Grant Program

[Point32Health Foundation](#) is the result of combining Tufts Health Plan and Harvard Pilgrim Health Care Foundations. Point32Health Foundation supports work to advance equity in aging. It prioritizes efforts that address systemic inequities to access and advance social and racial justice. The foundation invests in community-led solutions in Connecticut, Maine, Massachusetts, New Hampshire, and Rhode Island. Inequities can accumulate over time, exacerbating health outcomes as we age. By focusing on equity as people age, Point32Health Foundation supports work to improve conditions in community for people affected by disinvestments and systems that are not working for everyone. Equity in aging addresses a growing and unmet need. Through this lens, Point32Health Foundation invests in social and racial justice and organizing, policy, advocacy, and systems improvement.

Between 2019 and 2024, Point32Health Foundation and its heritage organizations made grants totaling more than \$25 million to 250 organizations in Massachusetts that advance food security, mental health, and equity in aging. A centerpiece for these grants was a \$250,000 investment in the initial 2019 Plan. Here are a few organizations that have received Point32Health Foundation grants over this period:

- [The Public Health Institute of Western MA](#) helped to grow and strengthen the [Clean Slate MA statewide coalition](#), which is working to pass state legislation to automatically seal criminal records (CORIs) as soon as one is eligible. This avoids time-intensive red tape and delays from an outdated petition-based process. Approximately 672,000 people would benefit this year from a Clean Slate law—giving a second opportunity to people re-entering society, many of whom are older adults.
- [Growing Places](#) recently unveiled Massachusetts' First Healthy Incentive Program (HIP) certified food processing center. The center in Gardner links farms to farm-to-table organizations, hospitals, and schools in the region. It is a model for the rest of the country, providing access to high-quality nutrition, which is essential for healthy aging.
- Building on [Way Finders'](#) Flexing Civic Muscle program, the organization launched the Connect Hampden County Coalition. The coalition, made up of two dozen members of all ages, meets monthly to advance digital equity in Holyoke and Springfield through education, advocacy, and action.
- In collaboration with the New Bedford Health Department, YWCA, and Health Resources in Action, [Partners In Health \(PIH\)](#) is convening a Health Equity Community of Practice with trusted community leaders from more than 70 organizations. The group meets to understand community needs and identify priorities and strategies to address systemic inequities.
- [OUTstandingLIFE](#) successfully launched a new virtual platform designed for and by older LGBTQIA+ people and allies. It offers online programming, resources and opportunities to connect, including Feel Good Fridays, intergenerational social events, and legal and history programs.



PLACES & SPACES

# GOAL 3 STRATEGIES & ACTIONS



# GOAL 3



## PLACES & SPACES

Natural and built environments enhance older adults' mobility and livability

Strategies	Actions
<p><b>1</b> Develop and maintain housing, transportation, community spaces, universally designed infrastructure, and community amenities to increase livability and to create safe, accessible environments</p>	<ul style="list-style-type: none"> <li>• Foster public (e.g., COAs, Parks and Recreation, libraries, museums) and private (e.g., retail, healthcare, hospitality) organizations to expand access to safe and welcoming, outdoor spaces and amenities where older adults can participate in social, recreational, and wellness activities (e.g., outdoor fitness stations for older adults and people with disabilities, pop-up programming, intergenerational playgrounds, pickleball, etc.)</li> <li>• Increase availability of accessible and affordable transportation for older adults, particularly for medical appointments and essential errands, but also wellbeing activities (e.g., fitness programs, social connection)</li> <li>• Explore new ways to fulfill a rider's "total trip" through supportive transportation, including increasing access to two-person assist transportation services</li> <li>• Work with EOHLC and MassHousing to establish baseline standards for Resident Service Coordinators (RSC) in senior affordable housing (e.g., ratio of RSC time to number of units/residents, minimum standards for job duties, required on-the-job training)</li> <li>• Promote walkability through reducing sidewalk gaps and increasing curb ramps across the Commonwealth as a means of promoting active transportation and walking as a safe transportation option for older adults</li> <li>• Support and promote programs that provide assistance with home modifications, such as installing walk-in showers and other accessibility features</li> </ul>



Strategies	Actions
<p><b>2</b> Promote inter-municipal and cross-agency collaboration to leverage resources, strengthen partnerships, fill gaps, and broaden awareness of the importance of age-friendly places and spaces</p>	<ul style="list-style-type: none"> <li>• Leverage MassTrails funding and technical assistance to improve connectivity between existing sidewalks and rail trails/outdoor spaces</li> <li>• Incentivize development projects that include age-friendly publicly accessible community assets (e.g., benches, public bathrooms, and trail/sidewalk easements)</li> </ul>
<p><b>3</b> Build community capacity for older adults' climate resilience</p>	<ul style="list-style-type: none"> <li>• Support the assessment of heat vulnerabilities for older adults, develop an outreach strategy to address heat-related and degraded air quality-related human health risks</li> </ul>
<p><b>4</b> Increase older adults' digital literacy, access to low-cost internet and digital devices</p>	<ul style="list-style-type: none"> <li>• Support and participate digital access planning locally, regionally, and statewide to increase access to the internet/broadband, digital devices, and digital literacy among older adults</li> </ul>
<p><b>5</b> Amplify current mobility resources for older adults and where feasible, encourage and support regional approaches to scale efforts, such as in rural communities</p>	<ul style="list-style-type: none"> <li>• Promote mobility management, such as development of a statewide system of Regional Mobility Managers to connect people to transportation options and bring organizations together to collaborate on filling gaps in the transportation network</li> <li>• Improve awareness of transportation options through maintenance and promotion of Ride Match as a centralized database of public and private transportation options for older adults, people with disabilities, and others</li> </ul>

# GOAL 3 SUCCESS STORIES

## Martha's Vineyard Older Adult Transportation Coalition

The [Older Adult Transportation Coalition](#) started in 2021 and consists of over 15 organizations on Martha's Vineyard that serve older adults. As a coalition, they support a number of programs designed to address the unmet transportation needs of older adults. The coalition's scope includes both essential (medical) and enrichment on-island transportation, as well as off-island medical transportation. The coalition has worked creatively and enthusiastically to address several different transportation barriers. They have used a variety of approaches, including hiring an Island-wide Mobility Manager to help older adults navigate transportation options, as well as piloting new services to fill gaps in the transportation network through a volunteer driver program, GoGo Grandparent, and shuttles.

Healthy Aging Martha's Vineyard facilitates the Coalition which includes the four Councils on Aging on Martha's Vineyard, Martha's Vineyard Hospital, Martha's Vineyard Community Foundation, Martha's Vineyard Commission, Steamship Authority, Vineyard Transit Authority, NAACP Health Committee, Visiting Nurses Association, Island Grown Initiative, Vineyard Power, Martha's Vineyard Center for Living, Island Elderly Housing, Martha's Vineyard Community Services Veterans Services, and Vineyard Village at Home.

Through this strong collaboration, the number of rides provided has increased every year. In 2024, the Coalition provided nearly 10,000 rides, and demand continues to grow. In addition, the feedback from participants is overwhelmingly positive. Older adults report that these programs are improving their quality of life, helping them re-enter life on the Island after COVID-19, and have social connections.

One participant who used the GoGo Grandparents stated, *"I use GoGo for essentials: grocery shopping and medical appointments. And to have a little fun too! Because I share rides with my neighbor Mary— going to the market or pharmacy together — we have enough rides between us, in our monthly allotment, to also go to movies and senior center activities. Thank you GoGoGrandparents!"*

Another participant said, *"I have been able to use GoGo to get to the YMCA, to the boat, and for shopping. I attended a memory care class and GoGo got me there. I haven't driven a car for 12 years. GoGo means that I don't have to rely on my wife who is not always available to take me."*

## Activating Boston

John Hancock and Healthy Places by Design (HPbD) collaborated to establish [Activating Boston](#), an initiative to activate and create more accessible, age-inclusive outdoor spaces that strengthen community connection, health, and well-being in Boston neighborhoods. Working with the City of Boston, AARP Massachusetts, and UMass Boston, HPbD coordinates the Activating Boston initiative that includes technical assistance and short-term grants to community-based organizations (CBOs) in four priority neighborhoods.

Asian Community Development Corporation (Chinatown), Codman Square Neighborhood Development Corporation (Dorchester), EASTIE Coalition (East Boston), and Madison Park Development Corporation (Roxbury) are organizing events, engaging young people, and improving public spaces as places for residents to connect socially. Four Corners Main Streets (Dorchester) was a pilot grant recipient as the initiative was launched.

The success of the initial pilot program led John Hancock to evolve its one-year investment into a three-year initiative funding up to eight CBOs. Progress reports, regular conversations, and community surveys show that Activating Boston has been successful in bringing together neighbors to meet and develop social connections. In addition, collaborating agencies and the CBOs leading the neighborhood projects have reflected on the positive impact the initiative has left on their organizations.

## Regional Housing Coordinator at Central Massachusetts Regional Planning Commission

The [Regional Housing Coordinator \(RHC\) Program](#) has provided a diverse range of services tailored to each town's specific housing needs within the coverage area of the Central Massachusetts Regional Planning Commission (CMRPC). Recognizing the strain on local governments to plan, produce, and sustain affordable housing, CMRPC developed the RHC Program to offer towns dedicated expertise and regional resources to tackle these challenges more effectively. The RHC's work has included everything from strategic planning to technical and administrative support to help towns develop and implement their housing production plans. The RHC has also supported grant applications and resource sharing across communities throughout the region. This resulted in substantial progress for each participating community. The RHC supported several housing planning and program initiatives in Auburn, Berlin, Grafton, Mendon, Shrewsbury and Upton.

## Digital Equity Partnerships Program

Through Mass Broadband Institute's [Digital Equity Partnerships Program](#), AgeSpan and Massachusetts Healthy Aging Collaborative designed and led a program to support older adults in more than 70 communities around Massachusetts to build digital literacy and access the digital world. The project involved several aging services organization partners, including SeniorCare, Inc., Coastline Elderly Services, Somerville-Cambridge Elder Services, Mystic Valley Elder Services, Elder Services of Worcester Area, Old Colony Elder Services, Little Brothers-Friends of the Elderly (LBFE), and Massachusetts Association for the Blind and Visually Impaired (MABVI).

As part of the project, MABVI works with partner Area Agencies on Aging (AAAs) and ASAPs to better reach older adults with visual disabilities and to increase referrals to [MABVI's specialized digital literacy and technology training services](#). Older adults with visual impairments often have inequitable access to technological devices and the specialized training that is essential for learning the technology. MABVI works to raise awareness of the growing number of older adults who experience blindness or low vision and offers guidance on accessible technology. MABVI has collaborated with AAAs/ASAPs to offer 1:1 access technology training and digital navigation to their older residents who are blind or low vision.

The program has been successful in fostering more robust cross-referral practices among partner agencies (AAA/ASAPs); and the expansion of MABVI's community-based access technology training services. For example, in collaboration with Coastline Elderly Services in New Bedford, MABVI has established new digital literacy and training in the South Coast region. Also, MABVI has seen an increase in requests for guidance on digital literacy best practices, many of which have relevance for all older adults.

## 2Life Communities Opus Newton

Following unanimous approval by the Newton City Council, 2Life Communities Opus Newton broke ground on the campus of the Greater Boston JCC in March of 2023. With a planned opening in Fall 2025, [Opus Newton](#) will offer a new kind of 62+ community designed specifically for those financially in the middle. Opus encourages engagement and contribution with residents committing to 10 hours/month of volunteering within the community as well as lifelong learning and wellness opportunities. Opus also offers access to onsite healthcare services that will allow for a lower cost of living. Since development began, future residents have begun building a "community without walls" as they eagerly await move-in through social events, nature hikes, and collaboration on what they want their magnum "opus" to be.





HEALTH & WELLNESS

# GOAL 4 STRATEGIES & ACTIONS

# GOAL 4



## HEALTH & WELLNESS

Older adults have optimal health for a high quality of life

### Strategies

### Actions

**1** Support actionable, evidence-based strategies to increase older adults' health and quality of life

- Work with partners in healthcare and research on elevating the issue of healthcare affordability for older adults
- Investigate the feasibility of public and private financing options to help individuals in Massachusetts meet their long-term support and service needs

**2** Improve access and affordability to the healthcare ecosystem (e.g., primary care providers, geriatricians, access to pharmacies, and medication management) with a focus on those most impacted by health inequities, and those at the highest risk of poor health outcomes

- Explore and assess the feasibility of strategies to increase community-based services and supports and reduce admission to facility-based care. This might include optimizing eligibility for Program of All-inclusive Care for the Elderly (PACE), Frail Elder Waiver, and other integrated care models
- Implement a simple, clear, easily accessible mechanism to apply for multiple public benefits through a single application
- Continue implementing a shortened version of the MassHealth renewal and initial eligibility form and add additional application and renewal channels (e.g., via phone and electronic submission)
- Investigate providing 24 months of continuous MassHealth eligibility for people 65 and over experiencing homelessness
- Explore the development an "eligibility calculator" as part of MassOptions website that would outline eligibility for all older adult programs in Massachusetts
- Proactively and explicitly include the recruitment of geriatricians and geriatric specialists in the implementation of the Pathway for Foreign-Trained Physicians (as outlined in the Massachusetts economic development plan, Team Massachusetts: Leading Future Generations)

Strategies	Actions
<p><b>2</b> Improve access and affordability to the healthcare ecosystem (e.g., primary care providers, geriatricians, access to pharmacies, and medication management) with a focus on those most impacted by health inequities, and those at the highest risk of poor health outcomes</p>	<ul style="list-style-type: none"> <li>• Consider ways to support care navigation and management for older adults, caregivers, and family members</li> <li>• Encourage health insurers to support their enrollees in accessing preventative health and wellness supports such as transportation to and from senior centers, educational opportunities, social connection and wellness programs, etc.</li> <li>• Promote training for primary care providers to better meet the needs of older adults</li> <li>• Address Emergency Medical Service access along with health and wellness offerings for rural areas</li> <li>• Explore establishing a formal adult vaccine purchasing program to ensure the continuity of access to COVID-19 and other priority adult vaccines to ensure older adults are protected from vaccine preventable diseases</li> </ul>
<p><b>3</b> Increase connection and collaboration between quality public health, community-based social services providers, community-based organizations, and healthcare resources</p>	<ul style="list-style-type: none"> <li>• Increase funding to support community health initiatives to reduce preventable healthcare expenses</li> <li>• Promote health benefits navigator tools (e.g., MassOptions, AARP's Veterans and Military Families Health Benefits Navigator) to guide people to find and obtain health benefits</li> <li>• Encourage and incentivize retired healthcare providers to volunteer in community spaces like libraries and community and senior centers to support wellness hubs</li> <li>• Encourage programs and policies that support the discharge of hospitalized older individuals directly to home with home and community-based services, rather than discharged to a skilled nursing facility or other institutional setting</li> <li>• Investigate incentivizing a new career pathway to increase the pool of qualified and culturally competent direct care workers, principally within Long Term Care (LTC) settings</li> <li>• Develop and create tools to promote awareness of the value and importance of appointing a Healthcare Agent and developing a Healthcare Proxy to honor the wishes of individuals</li> </ul>

Strategies	Actions
<p><b>4</b> Build a greater understanding of good brain health and effective dementia risk reduction strategies</p>	<ul style="list-style-type: none"> <li>• Share and disseminate information regarding good brain health and effective dementia risk reduction strategies</li> <li>• Host an annual listening session with individuals affected by dementia in historically underserved communities; use the insights gathered to continuously refine current guidance for policy and program development of the Massachusetts Advisory Council on Alzheimer's Disease and All Other Dementias</li> <li>• Promote dementia-specific training for all first responders including law enforcement, fire, and emergency medical services providers</li> </ul>
<p><b>5</b> Ensure older adults, including those living with dementia, and caregivers have access to community-based programs, social connection, and services that support their ability to live long and healthy lives</p>	<ul style="list-style-type: none"> <li>• Encourage innovation in discharge planning and care transitions (e.g., create a platform that bridges hospitals, caregiving organizations and others in the community to increase sharing of information and coordination)</li> <li>• Promote adding community-based supports and referrals in discharge instructions included in electronic medical records at the point of dementia diagnosis</li> <li>• Support adult day health programs and social/supportive day programs</li> <li>• Convene webinars for people living with dementia, their caregivers, community-based service providers, and healthcare providers to facilitate the development of person-centered, person-directed dementia care plans</li> </ul>
<p><b>6</b> Increase awareness of and support for substance use disorders and the behavioral health needs of older adults</p>	<ul style="list-style-type: none"> <li>• Continue to raise awareness of mental health, social connection and the emotional wellbeing needs of aging populations</li> <li>• Increase mental health and substance use support programming specific for older adults</li> </ul>



# GOAL 4 SUCCESS STORIES

## Innovative nutrition program in Freetown

The [Freetown Council on Aging](#) created an innovative nutrition program, which combined a chef-prepared lunch with the presence of a licensed public nurse and a licensed social worker. Being in a rural town, the goal of this program was to reduce social isolation, combat food insecurity, and enhance physical and emotional wellbeing through education. Wellbeing information was woven into conversations while serving lunch, rather than providing a traditional presentation, making it easier to “meet people where they are.”

On average, 60 residents attend lunch each Tuesday and more than 2,000 meals have been served since the program began in February 2024. Attendance for the Council on Aging’s other programs and services has also jumped, potentially due to word of mouth at the highly attended lunch program. In the words of one of the Tuesday lunch participants, “The lively table conversations are often about town events from years ago. Kind of like a living historical society. Often it is hard to leave due to the friendly conversations”.

## Reframing Aging Training Program

With support from Point32Health Foundation, researchers from UMass Boston's departments of Nursing and Gerontology collaborated to develop a 1-hour online Reframing Aging Training Program for undergraduate nursing students. Grounded in the principles of the [Reframing Aging](#), a movement to change the public conversation about aging, this training used real case studies and skill development activities to promote age-inclusive attitudes and behaviors among health professionals in training.

More than 70 undergraduate nursing students at UMass Boston completed a 1-hour training on the principles of Reframing Aging and skills to confront ageism in healthcare. The training was offered as an extra credit opportunity in two courses over the course of two semesters. Students demonstrated a deepened understanding and appreciation of the aging process through their reflections and writing exercises required by the course. Their engagement in learning activities, such as intergenerational conversations and case-based discussions, led to increased empathy, reduced ageist perceptions, and a greater recognition of the complexities of aging. Their feedback and written reflections highlighted shifts in perspective, with many expressing a newfound respect for older adults and an interest in working in geriatric care. Also, their ability to apply concepts from the training in clinical and community settings reinforced the program’s impact.

## ChelmsfordRIDE

ChelmsfordRIDE provides low-cost rides for adults in need (18 years old+) anywhere in Chelmsford and to and from medical appointments in nearby towns. The program is focused on extending the Council on Aging transportation services by providing ride options on weekdays from 2:00-6:00 PM. ChelmsfordRIDE accommodates mobility devices and uses town-provided vehicles driven by trained volunteers.

As an age-friendly community, the town actively works on several of the WHO Age-Friendly domains, including a transportation domain lead that worked on planning, program rollout, and driver recruitment. This program was supported cross-departmentally with assistance from the Community Supports & Health Services (in service management); dispatcher; Town Manager (in vehicle support); Director of Human Services (in CORI checks and policy coordination with senior center program), and five volunteer drivers.



Launched in May 2023, program participation grew substantially over FY2024. Volunteer drivers gave a total of 463 rides to 14 different types of destinations with high praise from riders. Eligible volunteer drivers also received a property tax rebate of up to \$1,500.

## Dementia Care Planning Toolkit

The Care Planning Team of the Massachusetts Advisory Council on Alzheimer's Disease and All other Dementias released a [Dementia Care Planning Toolkit](#) for people living with dementia, dementia care partners, families, community-based service providers, and healthcare providers. The purpose of the toolkit is to facilitate the development of person-centered dementia care plans that support living well with dementia. The toolkit is based on the principle that when the dementia care recipient and care partner participate in personalized goal setting designed to meet their specific needs and wishes, it can lead both of them to improved health and wellbeing. Person-centeredness is particularly important given that dementia affects a person's cognition and often their behavior, communication skills, and sense of personhood and self-determination. Person-centered care plans in any form can help providers, care recipients, and care partners manage care, navigate support through all stages, adjust, and minimize crises.



In addition to general guidance on dementia care planning, this toolkit provides examples of dementia care plans, and a brief worksheet designed to help people living with dementia and their care partners prepare for meaningful care planning discussions.

In March 2025, the Dementia Care Planning Team distributed the toolkit widely and hosted two webinars with over 300 participants. The team's co-leaders will continue promoting the toolkit at statewide conferences throughout the year.





AGING IN ALL POLICIES

# GOAL 5 STRATEGIES & ACTIONS



# GOAL 5



## AGING IN ALL POLICIES

All local, regional, and statewide policies consider the implications for older adults

### Strategies

### Actions

- 1 Develop policies that address social determinants of health (e.g., healthcare, built environment, education, social connection, economic stability, etc.) and focus on older adults who have faced inequities across their lifetimes

- Support the use of the Age- and Dementia-Friendly Design Considerations for Physical Infrastructure Design guidelines in new housing or commercial developments
- Explore feasibility of using a proportion of determination of need community investment funds to support older adult housing for capital or operating requirements
- Establish a forum for municipalities to collaboratively and regularly review and update community bylaws related to older adults' access to transit, housing, and public spaces to ensure they remain current and aligned with evolving community needs
- Develop new production of moderate-income housing for older people through new cross-sector financial partnerships and exploration of a loan product

- 2 Support sub-regional, regional, and municipal planning approaches that integrate age- and dementia-friendly actions into their plans and strategies

- Support the further development of regional and municipal planning approaches to create age- and dementia-friendly outcomes across town and city borders
- Support municipalities with guidance to implement the Accessory Dwelling Units (ADUs) legislation, and support families with information on navigating the development of an ADU
- Leverage existing guides (e.g., MMA best practices, community compacts) to help municipalities review and refine policies and procedures to further include the aging population

Strategies	Actions
<p><b>3</b> Align policy goals across all state departments and agencies for greater coordination of plans, actions, and funding programs that support older adults and caregivers</p>	<ul style="list-style-type: none"> <li>Engage with all State Agencies to build a shared understanding of age- and dementia-friendly state action, collectively examine policy, programs, and practice through an age- and dementia-friendly lens, and assess the impacts of these on older adults</li> <li>Align and where possible supplement existing funding streams and grant opportunities with additional resources to include more age- and dementia-friendly practices</li> </ul>
<p><b>4</b> Develop policies across state and municipal government that reframe aging, reduce ageism in practice, and acknowledge the positive contributions of older adults</p>	<ul style="list-style-type: none"> <li>Share best practice and educate thought leaders, policy makers, and community influencers on issues related to aging, ageism, and older people</li> </ul>
<p><b>5</b> Actively engage across sectors to develop actions that embed positive aging policies in other sectors (e.g., direct service providers, community-based organizations, philanthropy, business and industry, healthcare, local municipalities, tribal organizations, state government, and planning commissions, etc.)</p>	<ul style="list-style-type: none"> <li>Partner across sectors (e.g., transportation, housing, business) to elevate and embed aging issues and goals into their plans and practice</li> <li>Identify new funding sources by engaging with other sectors (e.g., businesses, universities, philanthropies) and leveraging existing initiatives that have identified older adults as a priority focus</li> </ul>
<p><b>6</b> Collaborate with partners to understand the impact of age- and dementia-friendly action statewide and locally</p>	<ul style="list-style-type: none"> <li>Evaluate the impact of our collective efforts to benefit older adults, assess progress, and continuously gather feedback throughout the state</li> <li>Develop tools to assess the progress of age- and dementia-friendly action statewide and locally</li> </ul>

# GOAL 5 SUCCESS STORIES

## Northampton Age-Friendly Municipal Practices Checklist

The Pioneer Valley Planning Commission assisted the Age- and Dementia-Friendly Northampton Steering Committee in the development of an Age- and Dementia-Friendly Northampton Municipal Practices Checklist. The checklist was distributed to departments and provided a starting point for the evaluation of policies, programs, and practices to be inclusive and supportive of older residents. The checklist can also be consulted as new policies and programs are being developed at the local level. As of the writing of this Plan, Northampton is focusing on providing education across multiple City departments in order to improve age- and dementia-friendly proficiency. Training has been completed at the senior center as well as at the Forbes Library and additional training will be scheduled in other departments.

## Ware Senior Housing Plan

After the Town of Ware's Age- and Dementia-Friendly Task Force prioritized housing in their age-friendly action plan, Ware hired the Pioneer Valley Planning Commission (PVPC) to develop the Ware Senior Housing Plan (the Housing Plan).

An advisory committee for the development included older residents and members of the Age- and Dementia-Friendly Ware Task Force Housing Committee. They gathered data and presented current trends at a listening session at the Ware Senior Center. The Housing Plan included the analysis of Census data, current market trends, and the older residents' housing needs, and then offered recommendations for the town to further encourage the development of additional housing. The Housing Plan was approved by the Planning Board and was an important factor in raising awareness of the need for housing for older adults that is accessible, right-sized, and close to services. The town is exploring creative housing solutions including transitional housing for older adults who need short-term residence while on a waitlist for permanent affordable housing.



INFORMATION, COMMUNICATION & FRAMING

# GOAL 6 STRATEGIES & ACTIONS



# GOAL 6



## INFORMATION, COMMUNICATION & FRAMING

Information is broadly accessible and reframes aging to value older adults

### Strategies

### Actions

**1** Center older adults' voices in communications and inspire public awareness of "aging well"- what it means, why it's important, and how we can all contribute

- Create a statewide public awareness campaign that centers older adult voices and aims to expose implicit biases around aging to reduce stereotypes about older adults, eliminate age discrimination, and promote positive messaging around aging
- Conduct a review of state policies and programs that use terms like "elderly" and any negative images and language
- Continue to engage the innovation community and businesses through challenges, networking, events, and partnerships to think about the opportunities of an aging society and spur economic development

**2** Ensure age-friendly messaging can reach all populations by promoting the use of communications plans that improve access for blind, visually impaired, deaf, and hard of hearing communities as well as for speakers of languages other than English

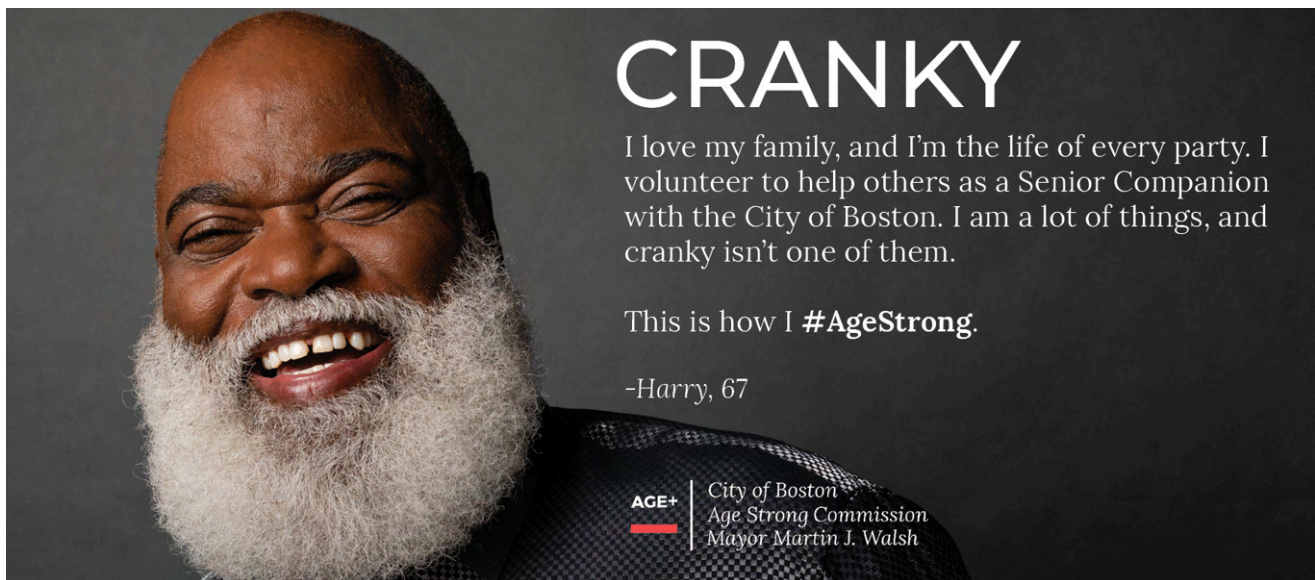
- Partner with a range of organizations to craft and disseminate a style guide for stakeholders to use in communicating about aging
- Gather communications tools into a central repository that promote age- and dementia-friendly activities to improve access for blind, visually impaired, deaf, and hard of hearing communities as well as for speakers of languages other than English
- Support the promotion and delivery of successful age- and dementia-friendly evidence-based programs in languages other than English

Strategies	Actions
<p><b>3</b> Develop, promote, and disseminate information about age-friendly activities, funding, and best practices</p>	<ul style="list-style-type: none"> <li>• Develop regular briefings for legislative members and local elected officials (at the state house and regionally across the state) to keep districts and constituents abreast of the age-friendly work and opportunities for engagement</li> <li>• Provide technical assistance (e.g. funding information, data, best practices) to local communities designing or implementing their self-identified age- and dementia-friendly priorities</li> </ul>
<p><b>4</b> Promote positive contributions of older adults and reduce stigma associated with aging and changing abilities</p>	<ul style="list-style-type: none"> <li>• Work with leaders in research to encourage an age- and dementia-friendly lens on issues across sectors</li> <li>• Promote the value and impact of programs that support intergenerational connection as a means to combat ageism, build respect, and develop meaningful and symbiotic relationships between older and younger people</li> <li>• Utilize tools like the Reframing Aging curriculum to promote the value older adults bring to communities, state and local government, and the workplace</li> <li>• Work with media partners to promote positive and productive views of aging that includes a wide range of older adults</li> <li>• Identify sectors, strategies, and resources for targeted “Reframing Aging” training, including healthcare and schools</li> </ul>
<p><b>5</b> Consider the intersecting identities of older adults when communicating about older adult issues</p>	<ul style="list-style-type: none"> <li>• Leverage existing networks and communication channels that honor intersecting identities of older adults (i.e., race, ethnicity, gender, disability, languages spoken, LGBTQIA+, etc.) to share information about age-friendly funding, activities and best practices</li> </ul>

# GOAL 6 SUCCESS STORIES

## Boston Age Strong re-branding and public awareness campaign

The [Boston Age Strong Commission](#) changed its name from the “Commission on Affairs of the Elderly” based on input from older Boston residents and Reframing Aging principles. The Commission then launched a public awareness campaign to dispel ageist stereotypes by highlighting the stories of everyday older Bostonians. Age Strong also held intergenerational community conversations targeting ageist stereotypes using a conversation [toolkit](#) and [city staff training](#).



More than 700 city employees and 85 businesses participated in the training that encompassed the city's Equity & Inclusion Academy. All 25 branches of the Boston Public Library receive regular training on communication-related tips and best practices (including on recognizing and combating ageism). There were many more who participated and supported the various parts of this work, including Boston residents of all ages, Age Strong staff, the UMass Boston Gerontology Institute partners, Massport, Emerson College, and a campaign photographer.

The name change has resonated with older Bostonians, and it raised awareness of a positive view of aging among city departments and community partners. The public awareness campaign was far reaching, with national and international recognition. The campaign concepts have been integrated into community conversations and ongoing staff and business training led by the Age Strong Commission.

## Vivir con Vitalidad

The Holyoke Council on Aging partnered with the Pioneer Valley Planning Commission and several community-based partners including Enlace de Familias, Nueva Esperanza, One Holyoke, Way Finders, Holyoke Mass in Motion, and the Holyoke Health Center in a project that was focused on encouraging more residents whose primary language is Spanish to go to the Holyoke Senior Center. The project, Vivir con Vitalidad, included a series of listening sessions hosted by partner organizations and offered in Spanish. Incentives such as art projects, food demonstrations, lunches, and raffle items were offered to attract people to the listening sessions. Some recommendations that arose from these listening sessions included specific activities and events, and the suggestion of a "buddy system" for new people interested in attending the senior center that would provide orientations in their native language. The outcomes of these sessions included the senior center providing van service to pick up residents at senior housing buildings and bringing them to the senior center for a tour.



# Vivir Con Vitalidad

## En Holyoke



El **Centro de Envejecientes de Holyoke** y socios comunitarios los invitan a unirse para una comida y escuchar lo que ofrece el Centro para los adultos mayores. Queremos saber qué programas y servicios les gustarían ver en el Centro. Tendremos sesiones de discusión **en español** en varios lugares en Holyoke.

<b>31 de enero, 4-6 pm</b> Nueva Esperanza El Mercado <b>412 Main St</b> Zumba o Yoga	<b>5 de febrero, 12-2 pm</b> Lyman Terrace Centro comunitario <b>17 Hampden St</b> Demo de Comida con Ana	<b>14 de febrero, 12-2 pm</b> Taino Restaurante <b>548 South Street</b> Recetas comunitarias	<b>27 de febrero, 12-2 pm</b> Enlace de Familias The Blue Room <b>299 Main Street</b> Demostración de Comida
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## North Andover Senior Center Translation Scanner

North Andover Elder Services owns and maintains a translation scanner that can translate documents into multiple languages in moments. This tool enables the senior center to improve communications and engage more fluidly with non-English speakers. The senior center now regularly offers menus and newsletters in Spanish, which has increased participation among the center's Spanish-speaking guests. Older adults in the community that speak Spanish have begun asking for translated menus, newsletters, and information. While the translation scanner is housed at the senior center and available to all North Andover residents, it is generally used by senior center staff.

## Opening Minds Through Art (OMA) at the Swampscott Council on Aging

[Opening Minds Through Art \(OMA\) at the Swampscott Council on Aging](#) is an evidence-based intergenerational art-making experience that pairs people living with dementia with trained High School students, providing opportunities for creative self-expression and social engagement. This six-week program culminates in an art show and exhibition celebrating the artists' accomplishments. OMA was developed at the Scripps Gerontology Center and supported by the Greater Lynn Senior Services and AGE.

High School students attending the health education class receive eight hours of training and then come to the co-located senior center to work one-on-one to create artworks with residents living with cognitive impairment. The program's positive impact has resulted in the official incorporation into the school's curriculum. The participants and their families are thrilled with the intergenerational connections they are making with students in town. Students report having "enlightening" and "eye-opening" experiences that provide them with "a view of the world from the perspective of someone older."



# APPENDICES

## Appendix A

### Alignment of Executive Office of Aging & Independence Plans

#### ***Alignment Between the Massachusetts State Plan on Aging and ReiMagine Aging 2030: The Massachusetts Plan***

Every four years, the Executive Office of Aging & Independence (AGE) prepares the *Massachusetts State Plan on Aging* (the State Plan)[52] and submits it to the U.S. Administration for Community Living, as required under the Older Americans Act.[53] The State Plan serves as the structure for shaping policies and programs designed to advance the empowerment, independence, and well-being of older adults, individuals with disabilities, and their caregivers. The State Plan's broad policy objectives are closely related to the goals and strategies of this *ReiMagine Aging 2030: The Massachusetts Plan* (the Plan).

Although both plans take a broad population-level approach, the scope of the State Plan must specifically outline how federally funded programs and services will be implemented across Massachusetts. Both plans envision a state where older adults and all those who care about them have access to the resources and support they need to thrive in their communities. During the refresh of this Plan, the plans were reviewed to ensure priorities aligned and the goals of both plans could continue working in concert to promote healthy aging in communities. As this Plan's work develops over the next five years, the Executive Office of Aging & Independence will strive to ensure that the priorities and goals of these plans continue to align.

#### ***Alignment Between the Massachusetts State Plan on Alzheimer's Disease and Related Dementias and the ReiMagine Aging 2030: The Massachusetts Plan***

The *Massachusetts State Plan on Alzheimer's Disease and Related Dementias* (Alzheimer's State Plan)[54] is part of the state's continuous commitment to support people living with dementia as well as their families and caregivers. The Alzheimer's State Plan serves as a guide for achieving meaningful annual progress while working towards the long-term goal of enhancing the quality of life for Massachusetts residents and families affected by dementia.

The Alzheimer's State Plan has a necessary focus on actions to address Alzheimer's disease and related dementias and therefore requires deeper engagement in these areas. During the update of this Plan, a review was undertaken to ensure that any actions in the Plan relating to Alzheimer's disease and related dementias align with, and reinforce, the strategies in the Alzheimer's State Plan. Over the next five years, as the work of both plans develops, we will continue to ensure that priorities align and actions strengthen the overall desired outcome of creating a state in which all older adults can age with independence and dignity.

## Appendix B

### Public Engagement Overview

AGE convened a work group of community leaders from AARP Massachusetts, Massachusetts Councils on Aging, UMass Boston Gerontology Institute, AgeSpan, and the Massachusetts Healthy Aging Collaborative. The Refresh Work Group collaboratively designed the engagement process, taking an intentionally thoughtful approach to community engagement. Special consideration was given to how it could most equitably engage, involve, and impact the people we are working alongside and serving. We then partnered with local communities who co-created and co-hosted tailored listening sessions.

This approach resulted in a variety of engagement methods and a bespoke community-led engagement style for each session. Virtual, in-person, and digital engagement techniques allowed for a larger and more inclusive approach to participation. The in-person listening session events were held across the state and had a mix of formats (e.g., traditional town hall-style events, a current state presentation with small group discussions, and drop-in table discussions paired with large complementary events). In several locations, geographically appropriate language options were provided, enabling enhanced access for historically underserved populations in their communities. Please see the Listening Sessions Schedule table below.

Promotion and outreach in May, June, July, and August 2024 included network newsletters, email blasts, social media posts highlighting opportunities to provide public comments, on-site flyers, and the project website. To engage with a wide range of older adults, professionals, and members of the public, these engagement methods included:

- Geographically dispersed in-person sessions
- In-person venues all had accessible entrances, the required tools for assistive technology, were close to public transportation or main roads and highways and were venues that many older adults already trusted and valued
- Live translation was provided at three listening sessions (e.g., in Spanish, Portuguese, Chinese, and Vietnamese)
- American Sign Language (ASL) and Communication Access Realtime Translation (CART) services were available at listening events
- Virtual listening session

We also had written opportunities for feedback through:

- Public comment portal (Website: [www.mass.gov/age-friendly](https://www.mass.gov/age-friendly))
- Surveys offered both online and on paper
- QR code shared for survey access
- Translation of flyers and surveys into five languages (e.g., Spanish, Portuguese, Vietnamese, Simplified Chinese, and Haitian Creole).

Over 1,000 participants engaged through listening sessions, focus groups, or written feedback.

## Listening Session Schedule

City	Co-Hosts & Partners	Location	Meeting Date
Salem	Salem MA Council on Aging, AgeSpan	Community Life Center	June 27, 2024
Barnstable	Barnstable County, Regional Government of Cape Cod, Barnstable MA Council on Aging, Massachusetts Councils on Aging	Barnstable Adult Community Center	July 16, 2024
Boston	Age Strong Commission, AARP Massachusetts	Hyde Park Municipal Building	July 18, 2024
Lawrence	Lawrence Council on Aging, AgeSpan	The Center	July 23, 2024
Springfield	Live Well Springfield, The Public Health Institute of Western Mass, Pioneer Valley Planning Commission, Springfield Department of Elder Affairs, Massachusetts Healthy Aging Collaborative	Raymond A. Jordan Senior Center	July 24, 2024
Zoom	Massachusetts Healthy Aging Collaborative	Zoom	July 30, 2024
Worcester	City of Worcester Senior Center, Elder Services of Worcester Area, Inc., Central Massachusetts Regional Planning Commission, Age Friendly Worcester, Age Friendly Central Mass, AARP Massachusetts	Worcester Senior Center	Drop-in listening tables paired with complementary events June 7, 2024 - June 11, 2024 - June 26, 2024

### Additional Community Hosted Listening Session:

One additional listening session was independently hosted by Lifepath, Franklin Regional Council of Governments (FRCOG), and the Massachusetts Healthy Aging Collaborative (MHAC) in Greenfield on July 29, 2024. Feedback from this session was incorporated into the overall findings.



## Survey and Public Comment Portal

The survey was designed as an additional engagement opportunity for residents who, for personal, physical, or financial reasons, could not attend in-person meetings or drop-in sessions. The survey was translated into five languages (i.e., Spanish, Portuguese, Vietnamese, Simplified Chinese, and Haitian Creole) and made available online. A paper survey was also made available. A public comment portal was also created to capture additional unstructured comments, allowing those unable to attend in-person listening sessions the opportunity to provide valuable feedback on these issues.

The ReiMAgine Aging Age- and Dementia-Friendly Massachusetts Action Plan Refresh Survey and public comment portal were open from June 1, 2024, to September 30, 2024, and collected feedback from 292 individuals. Participation was voluntary, and the sample size was small. This feedback was not intended to be a representative sample of the entire population of Massachusetts or the older adult population in the state. Instead, the survey provided a snapshot of ideas, insights, and feedback from older adults and those who care about aging in Massachusetts.

## Analysis

AGE, in collaboration with a small work group of community organizations and academics, synthesized all current state discovery findings, reviewed progress from the previous 2019 plan, and identified key priority areas to facilitate community engagement and further analysis. After the public engagement phase of this Plan's development, AGE, in collaboration with community partners, co-facilitated focus groups to synthesize findings. Together, they developed potential ideas to strengthen the Plan, embrace new opportunities, and address future challenges through a series of aspirational goals and practical actions.

In the first focus group, a presentation of the ReiMAgine Aging Refresh Discovery Findings and Feedback covered:

- Summary of All ReiMAgine Aging Refresh Written Feedback 2024 (e.g., survey and open comment portal feedback)
- The State of the States: A Literature Review & Policy Scan of Age-Friendly State Initiatives
- Overview of Priority Areas of Local Cities, Towns, and Regional Age- and Dementia-Friendly Action Plans (2019-2024)
- Full Summary of All ReiMAgine Aging Refresh Listening Sessions 2024

Focus Group One participants met in six themed breakout groups (based on community input and findings to date) where they reviewed the [Age-Friendly Massachusetts Action Plan's 2019 strategies](#), discussed ways strategies could be enhanced and strengthened, and proposed new strategies.

In Focus Group Two, participants met again in the six breakout groups where they reviewed the [Age-Friendly Massachusetts Action Plan's 2019 actions](#), discussed potential new actions, initiatives, tactics, and policies. Participants reviewed feedback and provided recommendations. Each proposed action was evaluated against five cross-cutting themes: equity and inclusion, positive aging framing, sustainability, statewide systemic action, and honoring community priorities. Strategic evaluation questions included:

- *How does this action continue to leverage momentum and enable age- and dementia-friendly practice and policy into the future?*
- *Does this action focus on areas where the Commonwealth as a whole can successfully drive systems change?*
- *How does this action advance equity and embed inclusion in age- and dementia-friendly practice and policy?*
- *How does this action uplift older adults and positive aging, and combat ageist stereotypes, biases, and discrimination?*
- *Does this action honor and build on the priorities communities have identified?*

#### Analysis included the review of:

- All 2024 public feedback
  - Nine public listening sessions
  - Written feedback from the public survey and public comment portal
- The State of the States: A Literature Review & Policy Scan of Age-Friendly State Initiatives
- Priority areas of local cities, towns, and region's age- and dementia-friendly plans (2019-2024)
- Review of previous 2019 Plan goals, strategies, and actions
- Cross-cutting themes (as outlined above)
- Two refresh focus groups with participants' recommendations
- Crosswalk for alignment of the [Massachusetts State Plan on Aging](#) and the [Massachusetts Alzheimer's Disease and Related Dementia's Plan](#)
- Review of Massachusetts and New England-focused reports related to older adults' priorities, changing demographics, and age- and dementia-friendly innovation, best practices, and policy shifts in the last 5 years
- Review of state plans, strategies, and policies that could inform the development of community-identified actions (such as: [Beyond Mobility, the Massachusetts 2050 Transportation Plan](#); [Massachusetts Workforce Agenda: Meeting the Moment to Attract, Retain, and Develop a Future Workforce](#); [ResilientMass Plan](#); [Strategic Plan to Advance Racial Equity 2024-2028](#); [Olmstead Plan 2018](#); [Massachusetts Economic Development Plan 2023](#), [Team Massachusetts: Leading Future Generations](#), [The Affordable Homes Act: Smart housing, livable communities](#), etc.)

## Appendix C

### Overview of Key Community Identified Priorities

Communities provided specific insights and some broad policies proposals. The high-priority areas fall into these large themes. The majority of these priority areas align with key elements of the 2019 Plan, such as:

- Economic security concerns (e.g., food security, healthcare costs, increased cost of living)
- Economic stability and mobility
- Affordable, accessible, high-quality housing
- Accessible transportation
- More housing options, including supportive housing, single-story housing, 55+ communities, multigenerational housing, and more Accessory Dwelling Units (ADUs)
- Rural challenges in accessing basic services, supports, and healthcare
- Lack of services and support in rural areas, creating more barriers for older residents to age in their community of choice
- Access to and support for caregivers
- Benefits of home- and community-based services
- Age-friendly employment
- Awareness-raising of the need for long life planning (e.g., saving for retirement, establishing social supports, and navigating the health landscape)
- People require more support as they live longer, some with complex health needs, some with greater levels of substance abuse, and behavioral health needs
- Financial, social, and societal benefits of lifelong learning, civic participation, and volunteering
- Wellness benefits of community spaces (e.g. senior centers, Councils on Aging)
- Benefits of meaningful social connections
- Culturally relevant, culturally specific programs and spaces
- Affordable, accessible healthcare (e.g., primary care, mental healthcare, dental care, specialty care, and pharmacies)
- Workforce shortages, especially among medical personnel and direct care providers
- Greater collaboration between public health and social services
- Combat stigma around Alzheimer's disease and related dementias
- Information sharing on good brain health and dementia risk reduction
- People with Alzheimer's disease and related dementias need access to resources and supports
- Awareness of and support for substance abuse disorders and behavioral health needs
- Support for paid and unpaid caregivers
- Accessible natural and built environments (including safe sidewalks, connecting trails, good lighting, park benches, etc.)
- Universally designed infrastructure

- Walkability in the community and to community assets
- Value of older adult voices and participation in planning, funding, and decision-making
- Home modification assistance to help older adults continue living at home
- Policies to address social determinants of health that affect older adults
- Support for regional and municipal age- and dementia-friendly planning
- Align state policies and plans to support aging well
- Reframing aging to value older adults and reduce stigma and discrimination
- Explore collective impact of age- and dementia-friendly work
- Continue to engage with older adults when planning and creating services and programs
- Embed positive aging in policy and practice across various sectors (e.g., business, transportation, housing, etc.)
- Ensure information is broadly accessible to a wide range of people
- Elevate older adult voices in policies, programs, and communication
- Consider the intersecting identities of older adults
- Promote age- and dementia-friendly information and messaging through diverse methods
- Develop intergenerational connection opportunities

Additionally, the following themes emerged as rising challenges from listening sessions and community engagement:

- **Caregiving** – People outlined the need to support both paid and unpaid caregivers and offered a range of ideas to support them, including unpaid caregiver stipends, tax credits, respite care, and day programs. For paid caregivers, they suggested increasing wages, decreasing workload, and offering more training in Alzheimer’s and dementia care.
- **Digital Access** – People stated that access to digital devices, the internet, and the digital literacy necessary for everyday life (e.g., healthcare appointments and records, smart devices such as thermostats and lights, and state benefit applications) was increasingly important.
- **Climate and Environment** – Many detailed a strong desire for clean air, clean water, less noise pollution, and access to green spaces. Additionally, as the planet warms, people noted rising heating and cooling costs in Massachusetts.



## Appendix D

### Partner Organizations

This work would not be possible without the leadership, advocacy, resources, and contributions of partners across various sectors and domains. Please note that this list continues to grow as the age- and dementia-friendly movement develops.

#### **AARP Livable Communities**

A nationwide initiative that supports the efforts of neighborhoods, towns, cities and rural areas to be great places for people of all ages. AARP believes that communities should provide safe, walkable streets; age-friendly housing and transportation options; access to essential services; and opportunities for residents of all ages to participate in community life.

#### **AARP Massachusetts**

AARP Massachusetts is the state office of AARP, which is a nonprofit, nonpartisan organization that empowers people to choose how they live as they age. AARP Massachusetts promotes and supports age-friendly communities, and empowers older adults through volunteerism, events, advocacy and awareness-raising activities.

#### **AgeSpan**

Established in 1974, AgeSpan is a private, non-profit agency that serves as a trusted, impartial resource connecting people of all ages and abilities and their caregivers with impartial information, quality services, and vigorous advocacy. AgeSpan is an ASAP and AAA and designated Protective Services Provider covering the Merrimack Valley and North Shore.

#### **Alzheimer's Association (Massachusetts/New Hampshire Chapter)**

The mission of the Alzheimer's Association is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. The Massachusetts/New Hampshire Chapter focuses on the specific needs of individuals and families living in its service area.

#### **The Alzheimer's Family Support Center of Cape Cod**

The Alzheimer's Family Support Center of Cape Cod helps families and individuals live their fullest lives. Created by caregivers for caregivers, the Alzheimer's Center provides an array of personalized services and pragmatic counseling to the 10,000 families, individuals, and caregivers on Cape Cod currently living with Alzheimer's and other dementia-related illnesses.

#### **Barnstable County Human Services**

Barnstable County's Department of Human Services plans, develops, and coordinates regional solutions to Cape Cod's most pressing health and human service issues. The department fosters

and supports collaborative initiatives through data analysis, strategic planning, and the investment of county, state and federal resources. This includes Healthy Aging Cape Cod, which is the regional and collaborative age- and dementia-friendly initiative on the Cape. Current initiatives focus on convening key stakeholders to address substance use, homelessness, and chronic disease.

### **Berkshire Regional Planning Commission (BRPC)**

BRPC is the official region-wide planning agency in Berkshire County, collaborating with 32 rural and urban communities since 1966. The commission provides comprehensive planning services to municipalities, including land use, transportation, community and economic development, housing, public health, and environmental planning. BRPC promotes regional collaboration among communities and works to increase coordination between all levels of government. BRPC was one of the first Age-Friendly Regions and continues to support healthy aging initiatives in their cities and towns.

### **Center for Living & Working**

The Center for Living & Working is a non-profit independent living center that empowers persons with disabilities to take active roles in their lives and communities. Driven by the belief that people with disabilities must always be equal members of society with equal access, the Center for Living & Working provides services to anyone with a disability. They are members of Age-Friendly Worcester.

### **Center for Health Care Strategies (CHCS)**

The Center for Health Care Strategies (CHCS) is a national non-profit organization dedicated to strengthening the U.S. healthcare system with a goal of ensuring better and more equitable outcomes, especially for those served by publicly financed care like Medicaid and Medicare. In order to achieve its goals, CHCS works with state and federal agencies, health plans, and providers to design and implement cost-effective and efficient strategies to improve healthcare quality. CHCS has led the Multisector Plan for Aging Learning Collaborative, a learning community to help states to develop and advance their Multisector Plans for Aging.

### **City of Boston Age Strong Commission**

The Age-Friendly Boston project is committed to creating an environment in which older adults can continue to lead healthy and productive lives. Boston's public agencies, businesses, cultural, educational, and religious institutions, and community groups are working together to redefine policies and practices to enhance the quality of life for Boston residents.

### **Central Massachusetts Regional Planning Commission (CMRPC)**

Founded by the Legislature in 1963, CMRPC provides a variety of services to its constituencies and brings a regional perspective to planning and development. One of 13 Regional Planning

Agencies in Massachusetts, CMRPC serves the City of Worcester and 39 surrounding communities in the southern two-thirds of Worcester County. CMRPC's programs include transportation, Geographic Information Systems (GIS), and regional collaboration and community planning. CMRPC leads the Age-Friendly Central Mass action planning.

### **Corporation for National and Community Service Senior Corps**

Volunteers aged 55+ have been serving their communities through Senior Corps programs, led by the Corporation for National and Community Service, the federal agency for service, volunteering, and civic engagement. Each year, Senior Corps engages more than 200,000 older adults in volunteer service through its Foster Grandparent, Senior Companion, and the Retired and Senior Volunteer Program (RSVP) programs, enriching the lives of the volunteers and benefiting their communities.

### **Essex County Community Foundation (ECCF)**

Essex County Community Foundation inspires philanthropy that strengthens the communities of Essex County by managing charitable assets, strengthening and supporting nonprofits, and engaging in strategic community leadership initiatives.

### **Executive Office of Aging & Independence (AGE)**

The Executive Office of Aging & Independence (AGE) is the state's unit on aging. AGE provides quality aging-related resources, tools, and support through a network of regional non-profits and municipal agencies across the state (such as: home care, caregiver support, nutrition programs, protective services, health and wellness services, housing options, SHINE counseling, dementia and mental health services, and a variety of other programs). The Agency partners with providers, caregivers, and the 1.7 million older adults in Massachusetts to help individuals live and thrive throughout the aging process.

### **Franklin Regional Council of Governments (FRCOG)**

The FRCOG's mission is to foster a vibrant, sustainable region for all, and to leverage resources that promote collaboration and efficiency within member communities. They provide advocacy, planning, and cooperative services both proactively and in direct response to member communities' needs. Franklin County is the most rural county in Massachusetts with a population of 72,000 over 725 square miles and located in the upper Connecticut River Valley in Western Massachusetts. FRCOG co-leads Age- and Dementia Friendly Franklin County-North Quabbin in collaboration with LifePath.

### **The Fuss Center at Lasell University**

The RoseMary B. Fuss Center for Research on Aging and Intergenerational Studies promotes intergenerational connections through research, education, partnerships, and programming. Established in 2001, the work of the Center is shaped by the value it places on lifelong learning, intellectual curiosity, and community-building across generations.

### **Healthy Aging Martha's Vineyard (HAMV)**

HAMV is a planning, advocacy, and community-building organization dedicated to creating an age-friendly Island since 2013. Their mission is to ensure they have the infrastructure and services in place to serve the growing older adult population. One in three Martha's Vineyard residents is 65 years old or older.

### **Health Equity Partnership of North Central Massachusetts (CHNA 9)**

Community Health Network Areas (CHNAs) are Massachusetts Department of Public Health designated areas created in 1992 to improve health through local collaboration. The Health Equity Partnership of North Central Mass is known as CHNA 9. In partnership with DPH, residents, hospitals, local social service agencies, schools, faith communities, businesses, boards of health, municipalities, and others, we work together to identify the health needs of member communities, find ways to address those needs, and improve a broad scope of health in these communities. They co-lead the North Central Massachusetts age-friendly region with the City of Fitchburg.

### **Hebrew SeniorLife (HSL)**

HSL promotes the independence of all older adults and strives to transform every aspect of the aging experience for the better. They provide vibrant senior communities, offer a full spectrum of personalized, holistic care, and conduct influential research to inform public policy and provide insights for geriatric care providers. HSL promotes the independence and well-being of all older adults, both today and for generations to come.

### **Jewish Family & Children's Service**

For 150 years, Jewish Family & Children's Service (JF&CS) has been helping people build a strong foundation for resilience and well-being across the lifespan, from infancy to old age. They provide a broad range of personalized services for anyone seeking care, guidance, and a purposeful, independent life in the Greater Boston, North Shore, and Central Massachusetts communities. JF&CS also leads Dementia Friends in Massachusetts by training volunteer Champions who use Dementia Friends materials to offer hour-long information sessions in their community. More than 17,000 people have been trained through this initiative.

### **LeadingAge Massachusetts**

LeadingAge Massachusetts is a member organization that represents the full continuum of mission-driven, not-for-profit providers of healthcare, housing, and services for older persons in Massachusetts. Members of LeadingAge Massachusetts provide housing and services to more than 30,000 older persons in the Commonwealth each year. They are affiliated nationally with LeadingAge, an association of 6,000 not-for-profit organizations.

### **2Life Communities**

2Life Communities has been at the heart of positive change in the affordable senior housing



ecosystem since 1965. 2Life develops, owns, operates, and provides supportive services to their communities for adults aged 62 and up. They currently have over 1,600 apartments under management, 94% of which are affordable. Their mission is to ensure that all older adults have the opportunity to thrive regardless of their income level or background.

### **LifePath**

LifePath, a AAA and ASAP, is a private, non-profit corporation established in 1974 that provides a wide range of programs and services to support the independent living of older adults and persons with disabilities. They also offer support and resources to caregivers, including grandparents raising grandchildren, to assist in their efforts to care for their loved ones. LifePath co-leads Age- and Dementia Friendly Franklin County-North Quabbin with Franklin Regional Council of Governments.

### **Little Brothers Friends of the Elderly (LBFE) Boston**

LBFE Boston is a community-based non-profit that helps prevent social isolation by bringing intergenerational, digital equity, and arts programs to older adults in public and affordable senior housing and community centers.

### **Mass Aging Access**

Mass Aging Access is a non-profit membership association that represents the Commonwealth's 27 ASAPs and AAAs. Their mission is to work with their member agencies to coordinate and deliver high-quality home and community-based services to older adults age 60+ and people with disabilities so they can live better lives, longer.

### **Massachusetts Advisory Council on Alzheimer's Disease and All Other Dementias**

The Council is charged with advising the Executive Office of Health and Human Services and the Legislature on Alzheimer's disease policy. The Council is comprised of the Secretary of the Executive Office of Aging & Independence and a diverse panel of public health professionals, clinicians, healthcare providers, researchers, legislators, dementia advocates, and caregivers.

### **Massachusetts Association for the Blind and Visually Impaired (MAVBI)**

The Massachusetts Association for the Blind and Visually Impaired is the oldest social service organization in the country (founded in 1903) that serves adults and older adults who are blind or visually impaired. MAVBI provides vision rehabilitation and support services to 1,200-1,400 adults and older adults each year.

### **Massachusetts Broadband Institute (MBI)**

The mission of MBI is to make affordable high-speed Internet available to all homes, businesses, schools, libraries, medical facilities, government offices, and other public places across the Commonwealth. MBI works closely with the Administration, the state legislature, municipalities,

broadband service providers, and other key stakeholders to bridge the digital divide in Massachusetts. The Commonwealth created the MBI as a division of the MassTech Collaborative when signing the Broadband Act into law in August 2008.

### **Massachusetts Caregiver Coalition**

The Massachusetts Caregiver Coalition is a team of leading employers, advocates, and government partners committed to recognizing, supporting, and building creative solutions that allow family caregivers to thrive in the workplace while also caring for family at home. The Massachusetts Caregiver Coalition officially launched in November 2019 and encourages additional employers to join the Coalition to support the caregivers in their workforce.

### **Massachusetts Councils on Aging (MCOA)**

MCOA is the statewide non-profit, membership association of the 350 municipal councils on aging and senior centers. COAs are the first stop on the continuum of care. They support the 1.7 million older adults aged 60 and over in Massachusetts, and their caregivers, in leading healthy, purposeful lives. MCOA is also the state lead on the Dementia Friendly Massachusetts initiative.

### **Massachusetts Department of Transportation (MassDOT)**

The Massachusetts Department of Transportation (MassDOT) works to deliver excellent customer service to people traveling in the Commonwealth by providing transportation infrastructure that is safe, reliable, robust, and resilient. The agency works to provide a transportation system which can strengthen the state's economy and improve the quality of life for all. The agency has worked to include older adults in funding, planning and policy initiatives, including programs like Complete Streets, Shared Streets and Spaces Grant Program, and in the "Beyond Mobility" long-range state transportation plan.

### **Massachusetts eHealth Institute (MeHI)**

The Massachusetts eHealth Institute at the Massachusetts Technology Collaborative, is the designated state agency for growing the digital health ecosystem in Massachusetts. MeHI works to catalyze healthcare innovation, technology and competitiveness, and accelerate the adoption and utilization of health technologies across provider settings to improve the safety, quality and efficiency of healthcare in Massachusetts. MeHI engages the healthcare community to catalyze the development, adoption and effective use of Health IT.

### **Massachusetts Gerontology Association (MGA)**

The Massachusetts Gerontology Association convenes researchers, educators, practitioners, and public policy makers in Massachusetts to create dialogue on critical issues related to aging and to facilitate the transfer of knowledge from academic research to day-to-day practice.

### **Massachusetts Healthy Aging Collaborative (MHAC)**

The Massachusetts Healthy Aging Collaborative is a statewide, cross-sector network of leaders in

community, health and wellness, government, advocacy, research, business, education, and philanthropy who have come together to advance healthy aging. Their mission is to create strong and healthy communities that include older adults of all ages and abilities.

### **Massachusetts Health & Hospital Association**

The Massachusetts Health & Hospital Association (MHA) includes 70 licensed member hospitals, many of which are organized within 28 member health systems, as well as interested individuals and other healthcare stakeholders. MHA's mission is to advance the health of individuals and communities by helping their members provide high-quality, equitable, affordable care while pushing the boundaries of healthcare innovation.

### **MassHousing**

MassHousing is an independent, quasi-public agency created in 1966 and charged with providing financing for affordable housing in Massachusetts. The Agency raises capital by selling bonds and lends the proceeds to low- and moderate-income homebuyers and homeowners, and to developers who build or preserve affordable and/or mixed-income rental housing. Since its inception, MassHousing has provided more than \$29 billion for affordable housing.

### **Massachusetts Municipal Association**

The Massachusetts Municipal Association (MMA) is a non-profit, nonpartisan association that provides advocacy, training, publications, research and other services to Massachusetts cities and towns. The MMA is a statewide organization that brings municipal officials together to establish unified policies, to advocate these policies, and to ensure the effective delivery of services to residents.

### **MassMobility**

MassMobility is an initiative within the Executive Office of Health and Human Services that aims to increase mobility for older adults, people with disabilities, veterans, low-income commuters, and others who lack transportation access in Massachusetts. While MassMobility does not provide transportation directly, they offer information to help consumers find transportation services in their area.

### **Massachusetts Public Health Alliance(MPHA)**

As a non-profit organization, MPHA promotes a healthy Massachusetts through advocacy, community organizing, and coalition building. MPHA's mission is to be a catalyst for community-driven policy change that fosters conditions for people to achieve their full health potential where they live, work, and play. They advocate and organize in partnership to dismantle structural racism and address the other root causes of health inequities.

### **Massachusetts (Mass) Senior Action Council**

Massachusetts (Mass) Senior Action Council is a multiracial, grassroots organization led by seniors

that empowers its members to collectively address key public policy and community issues that affect their health and well-being.

### **Metropolitan Area Planning Council**

The Metropolitan Area Planning Council (MAPC) is the regional planning agency serving the people who live and work in the 101 cities and towns of greater Boston. MAPC is governed by representatives from each city and town in the region, as well as gubernatorial appointees and designees of major public agencies. Their mission is to promote smart growth and regional collaboration and, in 2024, the MAPC became one of the largest age- and dementia friendly regions in the nation through their MetroCommon 2050 long range plan.

### **Metrowest Health Foundation**

The MetroWest Health Foundation is an independent health philanthropy whose mission is to improve the health status of the community, its individuals, and families through informed and innovative leadership. Since its inception in 1999, the Foundation has provided more than \$50 million in financial support to help residents, and their families lead healthier lives through community-driven programs.

### **MIT AgeLab**

The MIT AgeLab is a multidisciplinary research program that works with business, government, and NGOs to improve the quality of life of older people and those who care for them. The AgeLab applies consumer-centered systems thinking to understand the challenges and opportunities of longevity and emerging generational lifestyles to catalyze innovation across business markets.

### **Neponset River Regional Chamber of Commerce**

The Neponset River Regional Chamber strives to enhance quality of life and economic development in the Neponset River Region by supporting and connecting business, community, education and government. The Chamber's Elder Care Alliance and the Town of Norwood lead a local age-friendly initiative in their communities.

### **Operation ABLE**

Operation ABLE, Inc. provides job seekers with training, programs, and employment services. Operation ABLE empowers the community of job seekers, the underemployed, those in career transition, and military veterans who need job support services to re-enter the workforce.

### **Osher Lifelong Learning Institute (OLLI)**

Part of the UMass Boston's Gerontology Institute, the Osher Lifelong Learning Institute (OLLI) at UMass Boston provides lifelong learning, trips, and social activities for those over age 50. The institute is affiliated with the national network of learning in retirement programs organized by the Bernard Osher Foundation.



### **Pioneer Valley Planning Commission (PVPC)**

Since 1962, the Pioneer Valley Planning Commission has been the designated regional planning body for the Pioneer Valley region, which encompasses 43 cities and towns in the Hampden and Hampshire County areas. PVPC is the primary agency responsible for increasing communication, cooperation, and coordination among all levels of government as well as the private business and civic sectors in order to benefit the Pioneer Valley region and to improve its residents' quality of life. PVPC leads the Age- and Dementia Friendly Pioneer Valley initiative.

### **Point32Health Foundation**

Point32Health Foundation builds on a tradition of service and giving at Harvard Pilgrim Health Care and Tufts Health Plan to support, advocate and advance healthier lives for everyone. Together with their heritage Foundations, they have invested more than \$246 million to support organizations in Massachusetts, Connecticut, Maine, New Hampshire, and Rhode Island. The Foundation supports work to advance equity in aging—prioritizing efforts that address systemic inequities and advance social and racial justice.

### **The Pryde and LGBTQ Senior Housing**

LGBTQ Senior Housing Inc. is a non-profit whose stated mission is to facilitate access to welcoming, safe, and affordable housing for low-income LGBTQ older adults. This mission includes the development of housing; identifying onsite housing services and programming to address the needs of LGBTQ older adults; and supporting community space to serve older adults in the Greater Boston community.

### **Public Health Institute of Western Massachusetts**

The Public Health Institute of Western Massachusetts supports communities in their efforts to become measurably healthier and more equitable through community engagement, convening collaborative partnerships, communications, data analysis, research and evaluation, and policy advocacy. They led the age-friendly Springfield initiative and support age-friendly Pioneer Valley.

### **SCAN Foundation**

The SCAN Foundation is an independent public charity devoted to improving the quality of health and life for older adults. It aims to transform care for older adults with a focus on preservation of dignity and independence.

### **SeniorCare, Inc.**

SeniorCare Inc. is a federally designated AAA and a state designated ASAP, a non-profit organization that provides a one-stop portal for information and services to older adults and adults with disabilities on Massachusetts' North Shore. SeniorCare is a consumer-centered organization, providing and coordinating services to older adults and others, enabling them to live independently at home or in a setting of their choice while remaining part of their community. SeniorCare leads Age- and Dementia Friendly Cape Ann.

### **UMass Boston Gerontology Institute**

The Gerontology Institute carries out basic and applied research on aging and engages in public education on aging policy issues. Researchers focus particularly on aging equity, income security, long-term services and supports, the social determinants of health, and age-friendly communities. Key research areas include the [Healthy Aging Data Reports](#) and [Economic Security and the Elder Index](#) and [Community Engaged Planning](#).

### **Village to Village Network**

The Village to Village Network is a membership-based organization that brings Villages together to create a “Village commons.” Established in 2010, the Network evolved as a way for Villages to share best practices, provide expert guidance, resources, and support to help communities establish and maintain their Villages. What started as a concept has led the way for a positive, forward-thinking model for aging.

### **WalkMassachusetts**

WalkMassachusetts works to make walking safer and easier in Massachusetts to encourage better health, a cleaner environment and more vibrant communities. Their Statewide Strategic Plan offers a framework on how to make Massachusetts more walkable. It builds on nearly 30 years of advocacy in more than 100 cities and towns. They believe that walkability is key to ensuring that older adults can age in community, access goods and services, and maintain physical, mental, and social health. WalkMassachusetts elevates age-friendly policies and advocates for infrastructure improvements to increase older pedestrian safety.

### **Waltham Connections for Healthy Aging**

Waltham Connections for Healthy Aging is a coalition of older adult activists and agencies that are working to make Waltham an aging-friendly community, as well as a model for community involvement for older adults.

### **WHO Global Network for Age-Friendly Cities and Communities**

The World Health Organization (WHO) Global Network for Age-friendly Cities and Communities (the Network) was established to facilitate the exchange of experiences and mutual learning among cities and communities worldwide. All Network members are committed to promoting healthy, active aging and a high quality of life for older residents.

### **YMCA**

The YMCA (“The Y”) engages more than 10,000 neighborhoods across the U.S. as the nation’s leading non-profit committed to “strengthening community by empowering young people, improving the health and well-being of people of all ages, and inspiring action in and across communities.” The Y envisions a future in which all people achieve health, gain confidence, make connections, and feel secure at every stage of life.



We invite you to become a partner and champion of this work.  
For more information on how to get involved,  
please contact the  
Executive Office of Aging & Independence at  
[Aging.Conversation@mass.gov](mailto:Aging.Conversation@mass.gov)

## Appendix E

### Photo Credits

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**Page 1** | Worcester Senior Center (top and bottom middle)

**Page 14** | Worcester Senior Center (top), Centre for Aging Better (bottom)

**Page 20** | FriendshipWorks (top), Centre for Ageing Better (middle), Way Finders (bottom)

**Page 25** | Community Life Center, Salem Council on Aging (top), Worcester Senior Center (bottom)

**Page 26** | The Center, Lawrence Council on Aging

**Page 35** | FriendshipWorks (top right), Milford Senior Center (bottom right)

**Page 36** | Mystic Valley Elder Services (center)

**Page 41** | Marlborough Senior Center Memory Cafe (left) Jewish Family & Children's Service, Dementia Friends Information Session (center), Growing Places (top right), Way Finders (bottom right)

**Page 45** | Lt. Governor Driscoll and the Massachusetts Coalition to Build Community and End Loneliness

**Page 47** | Healthy Aging Martha's Vineyard (center)

**Page 53** | Freetown Council on Aging (left), Newton Council on Aging (bottom right)

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**For more information about Age- and Dementia-Friendly  
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**[www.mass.gov/info-details/age-friendly-massachusetts](http://www.mass.gov/info-details/age-friendly-massachusetts)**





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