

ReiMAging Aging

Planning Together
to Create an Age-Friendly
Future for Massachusetts

2020: YEAR ONE PROGRESS REPORT





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

GOVERNOR CHARLIE BAKER
2018 STATE OF THE COMMONWEALTH ADDRESS

July 2020

Dear Friends,

I am pleased to submit the Commonwealth's *Year One Progress Report* detailing the efforts of so many to achieve our goal of becoming an age- and dementia-friendly state. This report represents work starting in January 2019 through January 2020 and recognizes progress made by many organizations and communities across our Commonwealth. It provides validation of the unique Massachusetts model that honors partnership, collaboration, leadership, and is built on years of civic engagement at the local and state level.

Obviously, since the conclusion of the period covered by this report, the world has changed a lot. The past few months of the COVID-19 pandemic have brought unprecedented challenges to Massachusetts, particularly for older adults, their families, and their caregivers. Many have been touched by loss, loneliness, and uncertainty.

Despite these hardships, our Commonwealth continues to be resilient and remains committed to supporting older adults. That's thanks to the tenacity and compassion of these communities; and because of the age-friendly infrastructure we have all worked so hard to establish. This report offers hope to communities and residents of all ages, as the foundations laid from this work will be essential to navigating to recovery and a "new normal." In fact, many of the organizations that worked so hard to create this infrastructure have pivoted their work to focus on responding to the conditions created by COVID-19 and the road ahead.

Looking back to this past year, we have much to be proud of. The many streams of age- and dementia-friendly accomplishments described in the following pages tell a story of momentum, innovation, and action. Since we submitted *ReiMAGine Aging*, the Commonwealth's age-friendly action plan in 2019, work throughout our 351 cities and towns has accelerated, the partnership between state and local governments has been strengthened, and the participation, collaboration and coordination of multi-sector partners have intensified.

Highlights of our *Year One Progress Report* include:

- **Increased engagement.** Over half of cities and towns, representing diverse communities throughout the Commonwealth, are now engaged in age- and/or dementia-friendly activities.
- **Growth in efforts led by sectors outside of aging services and government,** including philanthropy, academia, transportation, health care, and the business community.
- **Enactment of laws and policies to improve the economic security of older adults,** and care for those living with dementia and their caregivers.
- **Development of first-in-the-nation tools to accelerate the integration** of age- and dementia-friendly activities at the local level.
- **Promotion of a positive view of aging,** emphasizing the strengths of growing old and elevating the discussion of preventing ageism.

In our statewide action plan, we made clear that becoming a more age- and dementia-friendly Commonwealth represents a movement, not a moment. As such, our work will take years and require continuous commitment and leadership. After reviewing this report, I am sure you will agree that the energy, vision, and partnership shown by Massachusetts puts us on the right path to an age-friendly future.

While the concepts embedded in the age- and dementia-friendly movement are still new to many people, the values that they represent are ageless and form the foundation of our Commonwealth - a place built on the idea of providing for the common good and reserving a place at the table for everyone, working to make sure Massachusetts remains a great place to grow up and grow old together despite the challenges and adversity thrown our way.

Sincerely,



CHARLES D. BAKER, GOVERNOR

Introduction

For the Commonwealth of Massachusetts, coordinating and aligning age- and dementia-friendly initiatives into a statewide movement represents the natural progression of grassroots work that started over 10 years ago. The strength of the commitment to make the Commonwealth age- and dementia-friendly comes from over a decade of foundational work laid by municipalities, philanthropies, and community-based organizations. In Massachusetts, the pursuit of age- and dementia-friendly is a movement, not a moment.

To strengthen and amplify this work, the Commonwealth submitted its application to join [AARP's Network of Age-Friendly States and Communities](#) in 2018. The following year, the state submitted its action plan titled [ReiMAGine Aging: Planning Together to Create an Age-Friendly Massachusetts](#) to AARP, outlining the state's vision, goals, and strategies to become an age-friendly Commonwealth.

While work in local communities often aligns with one or more of the World Health Organization's [Eight Domains of Livability](#), the six goals of the statewide plan were intentionally cross-cutting to instead focus on driving systems change, filling gaps, and amplifying work that is already completed or underway. The state used the action plan as a tool to coordinate and streamline various initiatives, incorporating the work of the [Governor's Council to Address Aging](#) and statewide partners including AARP Massachusetts, Dementia Friendly Massachusetts (DFM), Healthy Living Center of Excellence (HLCE), Massachusetts Councils on Aging (MCOA), Massachusetts Healthy Aging Collaborative (MHAC), and [Tufts Health Plan Foundation](#) (THPF). The plan's six goals are:

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



In this Year One Progress Report, we are excited to share the progress that has been made on the goals and strategies of the Age-Friendly Massachusetts Action Plan. The continued momentum has empowered individuals across sectors and within communities to take bold steps towards making Massachusetts a great place to grow up and grow old together. Not only has the number of age- and dementia-friendly communities increased, but the circle of partners engaged in the movement has expanded beyond traditional players in the aging services sector.

Within this report, you will see that the interest in age- and dementia-friendly has increased as partners outside the health and human services sector begin to view their activities through an aging lens. You will also see that the Age-Friendly Massachusetts Action Plan continues to be community-driven in many ways. While this report showcases some of this work, it enumerates only a fraction of the incredible energy, innovation, and leadership of local age- and dementia-friendly efforts. Please visit the [Massachusetts Healthy Aging Collaborative](#) website for more information about community efforts, including access to city, town and regional plans and progress reports related to age- and dementia-friendly initiatives.



Year One Highlights

We are tremendously proud of the work that has been accomplished in just one year of the Age-Friendly Massachusetts Action Plan. The synopsis below summarizes the outstanding momentum, energy and impact represented in detail on pages 12-33 of this report.

The age- and dementia-friendly movement grew in all areas of the Commonwealth, including Gateway Cities and rural communities.

- Over half of the cities and towns in the Commonwealth are engaged in the age- and dementia-friendly movement. In 2019, 26 communities were designated by the World Health Organization or AARP as age-friendly and 17 signed dementia-friendly pledges. 191 communities are now engaged in age-friendly initiatives, and 165 are engaged in dementia-friendly initiatives.
- Diverse communities, including 22 of 26 Gateway Cities and 73 of 161 rural communities, are committed to local age- and dementia-friendly efforts. Cities and towns such as Boston, Chicopee, Framingham, New Bedford, and Springfield have set positive examples by building local initiatives with equity and inclusion in mind from the start.
- The Dementia Friends movement, which has generated over 4,800 Dementia Friends and 280 Dementia Friends Champions, continues to reduce stigma throughout the state.
- New resources, such as the [Massachusetts Age- and Dementia-Friendly Integration Toolkit](#), the Massachusetts Age- and Dementia-Friendly Summit, and the Massachusetts Municipal Association's [Municipal Advocate](#) and [companion guide](#) for cities and towns supported communities interested and engaged in this work.

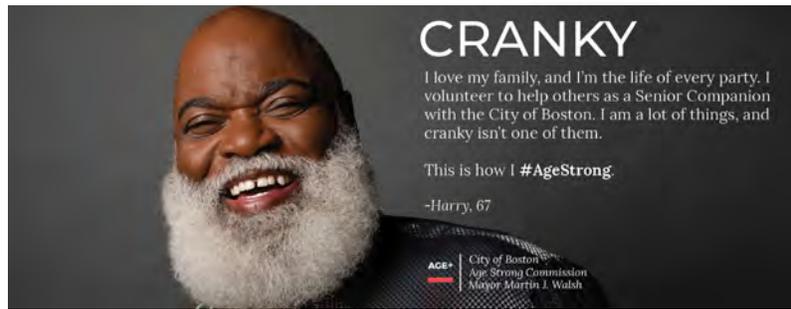
Age- and dementia-friendly efforts were led by sectors outside of aging services and government, including academia, health care, and the business community.

- [UMass](#) became the first university system in the world to be admitted into the global Age-Friendly University network, with five campuses certified as age-friendly. UMass is also a leader in age- and dementia-friendly assessment and planning, and annually publishes the [Massachusetts Healthy Aging Data Reports](#) to guide community efforts.
- [Springfield](#) became the first city in the United States to achieve three age- and dementia-friendly designations, with Baystate Medical Center receiving designation as an [Age-Friendly Health System](#).
- The [Neponset River Regional Chamber](#) became the first Chamber of Commerce in the country to lead an age-friendly initiative, and the Minuteman Advisory Group on Interlocal Coordination (MAGIC) management committee led the first all-suburban regional age-friendly effort in the country.



National, statewide, and local reframing initiatives challenged ageist stereotypes and reduced stigma associated with aging.

- Tufts Health Plan Foundation presented reframing aging recommendations from the Frameworks Institute at 14 convenings, as well as through two webinars and two full-day hands-on workshops. More than 2,000 people from various sectors and organizations participated.
- The Boston Globe continued to elevate aging and caregiving issues and published several stories dedicated to reframing aging in 2019. Examples include [Who are you calling senior? For older folks, some terms are fast becoming radioactive](#) and [Generations mix at a Boston brewery to “change the conversation” about aging](#).
- Local campaigns, including the City of Boston’s Age Strong Commission’s [How Do You Age Strong?](#), the Osher Lifelong Learning Institutes’ [Creative Aging: 65 and Better in the Berkshires](#), and the Worcester Senior Center’s [No Evil Project](#), challenged ageist labels and encouraged community conversation about what it means to grow older in Massachusetts.



Interest in aging issues and opportunities spread to new partners in the public, private, and non-profit sectors who increasingly view their work through an aging and caregiving lens.

- The [Massachusetts Caregiver Coalition](#), a collaboration of private and public sector employers dedicated to family caregiving as a workforce opportunity, officially launched in November and released tools ([Employer Toolkit](#) and [State of Care Survey](#)) to increase self-identification and support of caregivers in the workplace. AARP also released the [Small Business Caregiving Guide](#), which may be used to build momentum within the small business community as part of the Commonwealth's caregiving work.
- Various initiatives were implemented to improve the built environment and positively impact upstream determinants that affect aging. Examples include updated adaptability design standards for state-funded senior housing in the draft 2020-2021 qualified allocation plan, and engagement with both the transportation advocacy community and innovation sector to strengthen mobility for older adults.
- Massachusetts was recognized by Inc. Magazine as the "Silicon Valley of Aging," which is evident from the innovation sector's leadership in the aging space. Organizations including AGENCY, Aging2.0, MassChallenge, Massachusetts eHealth Institute (MeHI), MIT AgeLab, and TechSpring continued to influence how we age in the Commonwealth. Aging2.0 hosted the first ever [Revolutionize conference](#) in Boston, convening over 300 attendees from various disciplines and hosting Dr. Alexandre Kalache, the founder of the international age-friendly movement, as the keynote speaker.
- The number of age-friendly employers and businesses continued to grow, including Tufts Health Plan and the Boston Red Sox receiving age-friendly employer designations through RetirementJobs.com.



Massachusetts implemented various initiatives to strengthen economic security for older adults and family caregivers.

- The *Baker-Polito Administration expanded the Medicare Savings Program (MSP)*, which will significantly reduce premiums and out-of-pocket expenses for 40,000 lower-income older adults. The program expansion began on January 1, 2020.
- The Executive Office of Elder Affairs budget has increased every year since 2015 and is at its *highest level ever*. Funding for the *Senior Nutrition Program*, which provided 9.4 million meals for older adults this year, has increased every year under the Baker-Polito Administration.
- Changes to housing policy and programming defined new approaches to aging in community. These included Governor Baker’s *Housing Choice Bill*, the City of Boston’s plan to transform a former middle school into *New England’s first LGBTQ-friendly senior housing complex*, and 2Life Communities “Opus” model for middle income older adults.

- Organizations including AARP Massachusetts, the City of Boston’s Age Strong Commission, Encore Boston Network, MassHire, MCOA, and Operation ABLE helped older adults work longer or pursue encore careers through career fairs, coaching, and skills training.



Priorities for Next Year

As the Commonwealth looks to the coming year, we recognize that certain goals and strategies benefited from greater momentum and that more work can always be accomplished. This is evident from the detailed pages of the progress report (pages 12-33) as the most active status for any strategy is labeled “In Progress”. We believe that while many of these strategies may have concrete accomplishments and impact, they will always require additional diligence, innovation, and commitment. [ReiMAGine Aging, the Commonwealth’s Age-Friendly Action Plan](#), lays out the direction for the next two years of work. The following priorities will shape and guide this effort for next year:

- Continue to proactively engage with and prioritize diverse communities, including Gateway Cities and rural communities, and support them in achieving their age- and dementia-friendly visions.
- Promote regional efforts encouraging collaboration among communities for local support and learning.
- Learn about the information needs of older residents and their caregivers, streamline communications, and support broad outreach and dissemination through trusted channels to increase awareness of resources.
- Increase the number of Reframing Aging training facilitators to expand capacity and continue reaching new audiences across sectors.



- Deepen engagement with sectors outside of aging services and reach new partners to further embed aging in all policies and practices. Continue building cross-sector partnerships and encouraging new partners to adopt an aging and caregiving lens in their work.
- Continue implementing new ways to move the needle on economic security, including innovating in housing and health care and increasing support of older job seekers, older workers, and the direct care workforce.
- Gather input from stakeholders and residents on the first year of progress and remaining gaps.

We look forward to continuing to learn from older residents, family caregivers, local communities, and partner organizations—to inform our age- and dementia-friendly future. Whether you are new to this work or deeply steeped in the movement, we encourage you to please

engage with us through the [online forum](#) or email at Aging.Conversation@MassMail.State.MA.US. In particular, we encourage individuals and organizations to connect with us to:

- **Provide feedback**, questions or comments regarding the content of the progress report and priorities for the next year of the Age-Friendly Massachusetts Action Plan.
- **Learn more about the age- and dementia-friendly movement** or specific initiatives and practices mentioned in the report, including ways to augment and participate in this work.
- **Share local, regional or statewide practices** that align with the goals and strategies of the Age-Friendly Massachusetts Action Plan so that we may all continue to learn from each other.



GOAL 1

Community

Deepen and strengthen age- and dementia-friendly efforts to be inclusive of all communities and populations.

GOAL AT A GLANCE:

- Over half of the cities and towns in the Commonwealth are engaged in the age- and dementia-friendly movement. In 2019, 26 communities were designated by the World Health Organization or AARP as age-friendly, and 17 communities signed dementia-friendly pledges. 191 communities are currently engaged in age-friendly initiatives, and 165 are engaged in dementia-friendly initiatives.
- Diverse communities, including 22 of 26 Gateway Cities and 73 of 161 rural communities, are committed to local age- and dementia-friendly efforts. Cities and towns such as Boston, Chicopee, Framingham, New Bedford, and Springfield have set positive examples by building local initiatives with equity and inclusion in mind from the start.
- Various resources and tools are now available to support community efforts. Examples include the creation of the [Massachusetts Age- and Dementia-Friendly Integration Toolkit](#) and [Step-by-Step Guide](#), the launch of the Massachusetts Age- and Dementia-Friendly Summit, and the [Promoting Healthy Aging through Mobility and Transportation](#) guide.
- The dementia-friendly movement has rapidly grown through expansion of Memory Cafés and engagement with community partners outside of aging services, including emergency responders, municipal governments, and regional transportation services. In addition, cities, towns, and regions are taking an integrated approach to age- and dementia-friendly.
- The Neponset River Regional Chamber became the first Chamber of Commerce in the country to lead an age-friendly initiative, and the Minuteman Advisory Group on Interlocal Coordination (MAGIC) management committee led the first all-suburban regional age-friendly effort in the country.

Looking ahead, we will continue to proactively engage with and prioritize diverse communities, and support them in achieving their age- and dementia-friendly visions. We will also promote regional efforts encouraging collaboration among communities for local support and learning.

DETAILED PROGRESS

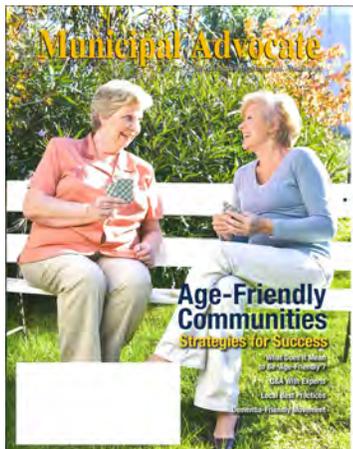
STRATEGY

Continue to promote, and increase visibility of, the age- and dementia-friendly movement by engaging with communities

:: In progress

Provide communities with more resources and tools so they can initiate and expand age- and dementia-friendly initiatives

:: In progress



STATUS & ACCOMPLISHMENTS

- In 2019, the state and its partners, including Massachusetts Healthy Aging Collaborative (MHAC), Massachusetts Councils on Aging (MCOA), AARP Massachusetts, Tufts Health Plan Foundation (THPF), and Dementia Friendly Massachusetts (DFM), collectively **presented information about the age- and dementia-friendly movement at over 60 events.**
- Through the MHAC Advisory Council, the **Age-Friendly Massachusetts Action Plan was shared at meetings in diverse locations and regions** across the Commonwealth, including Gateway Cities and rural communities.
- AARP Massachusetts, Age Friendly Berkshires, Age Friendly Boston, MHAC, and the Executive Office of Elder Affairs provided an **age- and dementia-friendly briefing at the State House** to increase visibility within the Massachusetts Legislature.
- Massachusetts leads the nation in the number of dementia-friendly communities (165 in 2019 compared to fewer than 60 in 2017). In 2019, **17 communities signed a dementia-friendly pledge.**
- The **Massachusetts Age- and Dementia Friendly Integration Toolkit**, authored by EOE, MHAC, AARP Massachusetts, UMass Boston Gerontology Institute, and Barnstable County Department of Health and Human Services, was created to facilitate and support integration activities associated with both movements.
- In addition to the toolkit, EOE, DFM, MHAC, and AARP Massachusetts created a [*step-by-step age- and dementia-friendly integration guide*](#) for cities and towns.
- DFM and MCOA developed and launched the [*Dementia Friendly Massachusetts*](#) website for easy access to tools, resources, and guidance on how to become a dementia-friendly community.
- The [*Memory Café Toolkit*](#) and [*Directory*](#), developed by Jewish Family and Children Services (JF&CS), has been instrumental in making Massachusetts the state with the second highest number of memory cafés in the nation (115 as of October 2019). This year, Beth Solzberg from JF&CS presented a [*TEDx Talk*](#) on memory cafés.
- Since 2017, the Alzheimer’s Association has trained over 500 **first responders** throughout the state. Beginning in 2017, dementia training has been mandatory for all **police officers** in Massachusetts, and dementia curriculum is now included at the State Police Academy.
- In 2018, the Alzheimer’s Association implemented a new educational program of DFM entitled “Dementia and Your Community,” with over 850 **community members** participating in 2018 and 2019. Participants included customer-facing staff across a variety of community sectors, municipal personnel, and the general public.

Provide communities with more resources and tools so they can initiate and expand age- and dementia-friendly initiatives (cont.)

:: In progress

- The Massachusetts Municipal Association's [Municipal Advocate](#) dedicated a quarterly publication to age- and dementia-friendly communities. The Executive Office of Elder Affairs created a companion [online guide for municipal leaders](#) with resources, funding opportunities, planning guidance, and helpful contacts.
- DFM hosted a series of 20 **Idea Exchanges** across the state with over 800 individuals interested in learning about, and advocating for, increased age- and dementia-friendly initiatives in their communities.
- The Alzheimer's Association and DFM launched a **training program for regional transportation providers**, which was piloted at the Berkshire Regional Transportation Authority and is now available state-wide.
- MHAC and MassMobility created a [Promoting Healthy Aging Through Transportation and Mobility](#) guide with community-based examples of age- and dementia friendly transportation from across the state.

Focus on diverse communities to initiate age- and dementia-friendly efforts, including Gateway Cities, rural communities, and other underrepresented communities

:: In progress

- In January 2019, DFM and MCOA launched the Dementia Ambassador program in Pittsfield. This program provides outreach to **culturally and linguistically diverse communities** and leaders.
 - **Seven rural "hilltowns"** totaling over 9,100 residents received Age-Friendly designations in March 2019.
 - The Rural Policy Advisory Commission's [2019 Rural Policy Plan](#) includes the age- and dementia-friendly movement in its recommendations as an opportunity for cities and towns.
 - Tufts Health Plan Foundation conducted reframing aging training at the **2019 MCOA Small and Rural Conference**.
 - Massachusetts Department of Transportation (MassDOT)/Massachusetts Bay Transit Authority (MBTA), MassMobility, and EOEA have begun to engage with **Gateway Cities to improve accessibility of bus stops** and increase awareness of additional age- and dementia-friendly opportunities.
 - EOEA and the Alzheimer's Association launched the **Dementia Conversations** program to identify gaps in services, supports and knowledge among African American residents.
 - Massachusetts became the first state in the Northeast to recognize **Memory Sunday** annually in churches serving African American congregations. In 2019, 17 congregations participated in Memory Sunday compared to 1 in 2018.
 - In December 2019, DFM hosted a webinar to **promote the involvement of faith communities** as a means to engage African Americans in the dementia-friendly movement.
 - MHAC is currently testing a **toolkit** for local age- and dementia-friendly communities to **strengthen inclusion, equity, impact, and engagement** with diverse communities.
-

Align, amplify, and address gaps in funding streams to better support all communities

:: In progress

- Age- and dementia-friendly best practices are included in the [Community Compact](#) program; the Community Compact is a funding mechanism for local municipalities to implement age- and dementia-friendly activities.
- Tufts Health Plan Foundation established the **Momentum Fund** in 2018 to provide mini-grants to communities promoting healthy aging. In 2019, [10 organizations](#) received up to \$10,000 in funds.
- MHAC promotes [funding opportunities](#) from various sectors, including state government and private philanthropy, that can support age- and dementia-friendly activities.
- Massachusetts Department of Public Health revised its **Determination of Need** process to establish a [Healthy Aging Fund](#). In 2019, inquiries of ideas were submitted, and candidates were invited to submit full proposals in January 2020.

Share best practices and celebrate age- and dementia-friendly communities to encourage other cities and towns to participate

:: In progress

- **ReiMAgine Aging: Massachusetts Age- and Dementia-Friendly Community Summit** convened 100+ participants from communities across the Commonwealth to share best practices and ideas.
- The state and its partners elevated local best practices through speaking engagements and statewide publications, including the **dementia-friendly Topsfield Fair, City of Boston’s Age Strong Commission rebranding and anti-ageism campaign, and regional initiatives in the Berkshires and Cape Ann** to inspire other communities.
- At the 2019 MCOA Conference, Secretary for Health and Human Services Marylou Sudders and Secretary of Elder Affairs Elizabeth Chen **recognized 17 communities for their pledge** to become more dementia-friendly.



GOAL 2

Information and Communication

Communicate information in an accessible and user-friendly manner to residents, organizations, and municipalities.

GOAL AT A GLANCE:

- *The Massachusetts Healthy Aging Collaborative (MHAC)* continues to act as the aggregator and central source for age- and dementia-friendly information for cities and towns. In 2019, the MHAC website added new funding opportunities, resources, tools, and best practice examples curated from sectors related to healthy aging.
- In 2019, the Massachusetts Municipal Association (MMA) published a version of the *Municipal Advocate* quarterly magazine dedicated to age- and dementia-friendly resources. The state also created a companion *online guide* to introduce cities and towns to the age- and dementia-friendly movement.
- The state and its partners created fact sheets to elevate resources, including the Community Compact Program and Property Tax Deferral Program, to encourage innovative approaches for cities and towns.
- The aging services network and partners in other sectors have continued to culturally tailor materials to reach more diverse aging populations. Examples include implementation of the Spanish version of Savvy Caregiver and translation of new MBTA resources into languages other than English.
- The *Massachusetts Caregiver Coalition*, a collaboration of private and public sector employers dedicated to family caregiving as a workforce opportunity, officially launched in November and released tools (*Employer Toolkit* and *State of Care Survey*) to increase self-identification and support for caregivers in the workplace.

Looking ahead, we will continue to learn about the information needs of older residents and their caregivers, streamline communications, and support broad outreach and dissemination via trusted channels to increase awareness of resources.

DETAILED PROGRESS

STRATEGY

Create an age- and dementia-friendly communication plan to disseminate information to residents and organizations

:: *In initial development*

Identify and inventory information sources and materials on resources, programs, and services

:: *In progress*

STATUS & ACCOMPLISHMENTS

- MHAC and its partners have informed and **engaged 233 of the 351 cities and towns in Massachusetts** to introduce local organizations and advocates to the age- and dementia-friendly movement.
- MHAC is in the process of **linking Age-Friendly Health Systems and Age-Friendly Universities to community-based initiatives** to encourage coordination among local efforts and strategic plans.
- The Executive Office of Health and Human Services and Executive Office of Elder Affairs are in the process of **consolidating MassOptions and 800AgeInfo websites and phone numbers** to streamline information and referral to aging and disability services.
- The Alzheimer’s Association and JF&CS developed a **matrix to help emerging dementia-friendly communities understand what services are available** from the two organizations and how their respective trainings meet community needs.
- The [*Massachusetts Age- and Dementia Friendly Integration Toolkit*](#), authored by EOEA, MHAC, AARP Massachusetts, UMass Boston Gerontology Institute, and Barnstable County Department of Health and Human Services, was created to facilitate and support integration activities associated with both movements.
- In addition to the toolkit, EOEA, DFM, MHAC, and AARP Massachusetts created a [*step-by-step age- and dementia-friendly integration guide*](#) for cities and towns.
- The **Massachusetts Municipal Association’s [*Municipal Advocate*](#)** dedicated a quarterly publication to age- and dementia-friendly communities. The Executive Office of Elder Affairs created a companion [*online guide*](#) for **municipal leaders** with resources, funding opportunities, planning guidance, and helpful contacts.



Make information accessible and culturally competent to all consumers

:: In initial development

- Dementia-friendly materials were **translated into multiple languages**, including Portuguese, Hmong, and Spanish. Several memory cafés are facilitated in multiple languages, including Chinese, Portuguese, and Spanish.
- The **Spanish version of Savvy Caregiver**, an evidence-based training for individuals caring for someone living with Alzheimer's or dementia, was implemented.
- Councils on Aging designed programming to be inclusive of **vision impaired and deaf and hard of hearing** populations.
- Brochures describing **public transit options available through the MBTA were translated into multiple languages** and are being distributed at COAs and other community-based organizations.
- Local initiatives, such as the Natick Senior Center's "A Welcoming Place for All," **prompted aging services providers to reflect on culture**, the role it plays in older adults' lives, and ideas for how COAs can create more welcoming places.
- The Massachusetts Association for the Blind and Visually Impaired (MABVI) integrated their work with local age-friendly efforts to support individuals who are blind or living with low vision.

Improve self-identification of caregivers and awareness of resources

:: In progress

- [Mass.gov topic page for family caregiving](#) was created to centralize all caregiving resources, regardless of eligibility criteria or caregiving relationship.
- November was proclaimed as [Family Caregivers Month](#) by Governor Baker with many cities and towns hosting their own events related to caregiving. [Governor Baker's public service announcement](#) served as a call to thank those who care for others.
- **Massachusetts Business Roundtable (MBR)** selected [caregiving](#) as a priority for the 2019-2020 legislative session. In 2019, the Roundtable convened three meetings to increase awareness of caregiving and potential resources to support working caregivers. The November event was a [launch of the Caregiver Coalition](#), a cohort of employers joining together to elevate family caregiving.
- The [Massachusetts Employer Toolkit](#) was published to raise awareness of family caregiving as a workforce opportunity and provide employers with resources and ideas for supporting their workforce.
- Embracing Carers™ conducted a [State of Caregiving survey](#) for Massachusetts to better understand the prevalence and impact of caregiving across the state.
- AARP also released the [Small Business Caregiving Guide](#), which may be used to build momentum within the small business community as part of the Commonwealth's caregiving work.



GOAL 3

Framing

Change the conversation about aging from a “challenge” to an “asset,” increase literacy about issues related to aging, and eliminate ageist images and expressions in language across social, print, and other media.

GOAL AT A GLANCE:

- Tufts Health Plan Foundation presented reframing aging recommendations from the Frameworks Institute at 14 convenings as well as through two webinars and two full-day hands-on workshops. More than 2,000 people from various sectors and organizations participated.
- The two Reframing Aging webinars garnered 350 attendees. Outcomes were exceptional with 90% of attendees reporting increased understanding of the need to reframe aging, 90% intending to use new frames, and 88% intending to share with colleagues.
- By collaborating across sectors, consistent language is being encouraged and adopted. For example, the AGENCY co-working program for entrepreneurs has embraced reframing language to yield positive connotations about aging and caregiving.
- The Boston Globe continues to elevate aging and caregiving issues and published several stories dedicated to reframing aging in 2019. Examples include [*Who are you calling senior? For older folks, some terms are fast becoming radioactive*](#) and [*Generations mix at a Boston brewery to “change the conversation” about aging.*](#)
- Local campaigns, including the City of Boston’s Age Strong Commission’s [*How Do You Age Strong?*](#), the Osher Lifelong Learning Institutes’ [*Creative Aging: 65 and Better in the Berkshires*](#), and the Worcester Senior Center’s [*No Evil Project*](#), challenge ageist labels and encourage community conversation about what it means to grow older in Massachusetts.
- Initiatives focused on reducing stigma, including [*Dementia Friends*](#) and intergenerational programming, continue to grow and be used as a mechanism for defying stereotypes.
- Similarly, organizations and Councils on Aging continue to rebrand to celebrate aging. Examples include the City of Boston’s Age Strong Commission (formerly Commission for the Elderly), 2Life Communities (formerly Jewish Community Housing for the Elderly), and Barnstable Adult Community Center (formerly Barnstable Senior Center).

Looking ahead, we will expand capacity for Reframing Aging training by increasing the number of facilitators and continuing to reach new audiences across sectors.

DETAILED PROGRESS

STRATEGY

Educate thought leaders, policymakers, and community influencers on issues related to aging, ageism, and older people*:: In progress*

STATUS & ACCOMPLISHMENTS

- **Tufts Health Plan Foundation** committed \$250,000 to age- and dementia-friendly initiatives and has dedicated a portion of this funding to change the conversation about aging. In 2019, the Foundation developed a **three-pronged reframing strategy** to help people understand reframing concepts, encourage more effective communication, and build support of inclusive policies.
- Tufts Health Plan Foundation's Reframing Aging Facilitator presented on **Reframing Aging at 14 convenings in addition to hosting two webinars and two full-day workshops** for deeper learning. More than 2,000 people attended these trainings.
- In October, **EOEA and other Executive Office of Health and Human Services agencies** participated in a dedicated reframing aging training.
- In August, the **Osher Lifelong Learning Institute at Berkshire Community College** hosted a conference dedicated to reframing titled [Living Longer, Living Better: Changing the Culture of Aging](#), which featured [Ashton Applewhite](#) as the keynote speaker.

Support a media literacy and awareness campaign on aging*:: In initial development*

- The Boston Globe has continuously covered aging issues and news and published several stories in 2019 specific to reframing aging. Examples include the September story [Who are you calling senior? For older folks, some terms are fast becoming radioactive](#), the [feature](#) on the City of Boston's **Age Strong Commission anti-ageism campaign**, and [Generations mix at a Boston brewery to "change the conversation" about aging](#).

Conduct reframing training with the technology and innovation community*:: In initial development*

- The state is a strategic launch partner of [AGENCY](#), a combination of co-working space and event programming, hosted by the Cambridge Innovation Center (CIC). Discussions with the innovation community have included reframing concepts such as **focusing on opportunity versus deficit, engaging with users** in the design process, and **avoiding natural disaster metaphors** when describing changing demographics.
- Executive Office of Health and Human Services agencies – Department of Developmental Services (DDS), Massachusetts Commission for the Blind (MCB) and EOEA – are **champions for the 2020 [MassChallenge HealthTech program](#)**, which provides various reframing opportunities.

Develop a story corps to broaden and change the narrative on aging

:: In progress

- The City of Boston’s [Age Strong Commission](#) launched an “Age Strong” [public awareness campaign](#) that promotes positive and powerful images of older adults.
- Gen2Gen and Encore Boston Network regularly [publish stories celebrating older workers and volunteers in various states](#), including Massachusetts.
- In October, the **Osher Lifelong Learning Institute** at Berkshire Community College hosted an **exhibit at the Massachusetts State House** titled [Creative Aging: 65 and Better in the Berkshires](#) featuring Berkshire residents and their definition of what it means to grow older.
- **Cities and towns continue to leverage the work of past projects to challenge ageist stereotypes** in their communities. For example, the Worcester Senior Center’s [No Evil Project](#) featured 120 older adults to challenge ageist stereotypes. Stories were told in the residents’ native languages, including Spanish, Arabic, Chinese, Vietnamese, Albanian and French.

Reduce stigma associated with aging and disability, including cognitive impairment

:: In progress

- The [Dementia Friends](#) movement, which has generated over 4,300 Dementia Friends and 280 **Dementia Friends Champions** as of October, continues to reduce stigma throughout the state.
- The workshop “**Opening Minds, Reducing Stigma,**” was presented at the Map Through the Maze conference in May and the annual MCOA conference in October, co-led by EOEA, MCOA, JF&CS, and the Alzheimer’s Association.
- **Intergenerational programs and volunteering**, including the [MIT AgeLab OMEGA initiative](#), Corporation for National and Community Service [Senior Corps](#), and [AARP Experience Corps](#) continue to reduce stigma associated with aging.
- **Councils on Aging and organizations serving older adults continue to rebrand** to celebrate older adults. Examples include the City of Boston’s **Age Strong Commission** (formerly Commission for the Elderly), **2Life Communities** (formerly Jewish Community Housing for the Elderly), and **Barnstable Adult Community Center** (formerly Barnstable Senior Center).



GOAL 4

Policy and Practice

Encourage the adoption of age-friendly policies and practices in all sectors.

GOAL AT A GLANCE:

- The age-friendly movement has reached new sectors in Massachusetts. In 2019, UMass became the first university system to be admitted into the global Age-Friendly University network. Springfield became the first city in the United States to achieve three age- and dementia-friendly designations, including Baystate Medical Center becoming an Age-Friendly Health System. The Neponset River Regional Chamber became the first Chamber of Commerce in the country to lead an age-friendly initiative.
- The age- and dementia-friendly movement engaged partners outside of the aging services sector, including partners in transportation, housing, public health, and business.
- The number of age-friendly employers and businesses continued to grow, including Tufts Health Plan and the Boston Red Sox receiving an age-friendly employer designation through RetirementJobs.com. The Massachusetts Caregiver Coalition launched among employers in November to encourage a workplace that embraces family caregivers.
- Various initiatives were implemented to improve the built environment and upstream determinants that impact aging. Examples include updated adaptability design standards for state-funded senior housing in the draft 2020-2021 qualified allocation plan and engagement with the transportation advocacy community and innovation sector to strengthen mobility for older adults.
- Increases to the FY20 State Budget led to the creation of two new Elder Mental Health Outreach Team (EMHOT) programs as well as funding increases across all four Naturally Occurring Retirement Community (NORC) programs. Both aim to reduce social isolation and loneliness and support people living with behavioral health needs.
- Health care providers were trained in the diagnosis, treatment and care of patients living with Alzheimer's and dementia as part of the implementation of H.4116 signed into law in 2018.

Looking ahead, we will deepen engagement with sectors outside of aging services and reach new partners to further embed aging in all policies and practices.

DETAILED PROGRESS

STRATEGY

Establish and update state policies to be inclusive of older adults and caregivers*:: In initial development*

STATUS & ACCOMPLISHMENTS

- The Governor's [Housing Choice Bill](#) proposed in the current legislative session grants cities and towns the flexibility to change zoning regulations by a simple majority rather than requiring a two-thirds vote; this encompasses **accessory dwelling units** (ADUs) and other changes that are supportive of the age- and dementia-friendly movement.
- The [Alzheimer's Advisory Council](#) began meeting to advise the Executive Office and the legislature on the state's Alzheimer's disease policy.
- Executive Office of Labor and Workforce Development implemented [paid family and medical leave](#) (PFMLA) in 2019. Benefits will be available starting January 1, 2021.

Establish age-friendly standards and designations in various sectors*:: In progress*

- **Age-Friendly Employer designation programs**, including AARP's Employer Pledge Program and RetirementJobs.com's Certified Age Friendly Employer Program, continued to grow in 2019. Examples of newly certified employers include **Tufts Health Plan** and the **Boston Red Sox**.
- The Cape and Islands' [Age Forward Employer Awards](#) were awarded for the second year in a row. 2019 awardees included Hy-Line Cruises, Town of Barnstable Recreation Division, and Cape Cod Chronicle.
- Communities such as Boston, Brookline, and Salem continued to certify **age-friendly businesses** - businesses that are welcoming places for customers of all ages. [Purple Table](#), a similar concept that began in Massachusetts in 2017, now offers 15 restaurants that are inclusive of people of all abilities including people living with Alzheimer's and dementia.
- Three universities in Massachusetts (Lasell College, UMass, and William James College) are involved in the [Age-Friendly University](#) movement, and [UMass became the first university system](#) to join the global Age-Friendly University network for its five campuses.
- **Springfield became the first city in the United States to achieve three designations** - Age-Friendly, Dementia-Friendly, and [Baystate Medical Center as an Age-Friendly Health System](#).
- The [Massachusetts Caregiver Coalition](#) launched in November during Family Caregivers Month to raise awareness of family caregiving as a workforce priority among employers.

Change how we plan for and maintain the built environment to encourage people to age in community

:: In progress

- The Department of Housing and Community Development (DHCD) finalized **design standards for all state-funded housing for older adults** and included those standards in the draft 2020-2021 Qualified Allocation Plan (QAP). Standards will be discussed with housing developers and included in the final QAP.
- 2Life Communities published [design guidelines for aging in community](#), which includes **best practices in universal design** with an emphasis on adaptability, quality, affordability, and sustainability.
- In 2019, DHCD and EOEA awarded 7 Local Housing Authorities \$23.5 million as part of the [Modernizing Public Housing and Supporting Elders \(ModPHASE\) initiative](#). All awardees will receive funds to improve building infrastructure and design while also providing service-rich environments for older adults.
- [WalkBoston](#) expanded their **Age-Friendly initiatives, including walk audits**, to communities outside of the Boston metropolitan region. They are taking a statewide approach using funding from Tufts Health Plan Foundation and MCOA for 2019-2021.
- MassDOT/ MBTA conducted a bus stop needs analysis and identified **high priority bus stops requiring renovation**. Many different stakeholders and funders, including MassDOT/ MBTA, private philanthropy, and municipalities are working to improve accessibility of bus stops, including addition of shelters and benches.
- In November, the [Barr Foundation](#) and Tufts Health Plan Foundation hosted a **convening of transportation and mobility advocates and stakeholders in aging** to promote collaboration and inclusion of older adults. [Gil Penolosa](#) of 8 to 80 Cities was the keynote speaker.



Address social determinants and upstream factors that are critical to successful aging

:: In progress

- The [In Good Company: Optimal Aging Challenge](#) selected four winners who pitched innovative solutions to **combat social isolation and loneliness**. The challenge, hosted as part of the Governor’s Council to Address Aging, increased momentum around social isolation and loneliness as a universal challenge for all sectors.
- The Moving Massachusetts Upstream (MassUP) initiative began as a partnership between various state agencies, including EOE, to **improve health, lower costs, and reduce health inequities** in the Commonwealth.
- In 2019, EOE and MHAC spoke at **multiple public health forums, including the Ounce of Prevention Conference**, to increase awareness of aging challenges and opportunities with public health professionals.
- Several **planning commissions**, including **Pioneer Valley and Merrimack Valley**, included age-friendly as a strategic priority and are using the domains of the age-friendly framework to guide local planning efforts.
- The Governor’s Council to Address Aging final recommendations included strategies to address **upstream factors impacting mobility**. The Transportation Workgroup, MassMobility, and EOE are implementing recommendations, including the creation of [webinars for aging services frontline staff](#) and expanding [CarFit](#).
- Through the 2019 MassChallenge HealthTech program, EOE hosted a **roundtable discussion** with GoGoGrandparent, a startup **concierge service for Transportation Network Companies (TNC)**, and members of the aging services network.
- MassMobility published a [report](#) highlighting TNC options and best practices.
- EOE is a champion for the 2019-2020 [Babson College and FutureLab on Mobility](#) course focused on transportation opportunities for older adults. Through interviews with older adults and aging services providers, students defined problem statements and themes.

Promote civic participation by older adults, individuals with disabilities and family caregivers

:: In progress

- The City of Boston convened the second **Senior Civic Academy**; curriculum includes aging policy, advocacy training, and meetings with local, state, and federal administrators and elected officials.
 - Organizations including GreenRoots (Chelsea) and Way Finders (Springfield) organized and amplified the **voices of older adults to advocate for transportation** and infrastructure improvements.
 - Older adults representing **diverse populations**, including racial and ethnic minorities and LGBTQ communities, organized and advocated for equitable and systemic change.
-

Address social isolation and loneliness through cross-sector collaboration and increased awareness at the community, regional, and state levels

:: In progress

- In 2019, two new [Elder Mental Health Outreach Teams \(EMHOTs\)](#) were established in the Berkshires and Boston at Elder Services of Berkshire County and Ethos, respectively. The EMHOTs were funded through the **FY20 State Budget Geriatric Mental Health** line item – the first time that such funding was established as a line item.
- The **FY20 State Budget included an increase in NORC funding** with all four organizations (JF&CS, Jewish Family Service of MetroWest, Jewish Family Service of Western Massachusetts, and Ethos) receiving additional funds.
- Collaborative **partnerships between the aging services network and the transportation sector** led to many programs aiming to reduce social isolation and loneliness in community. Listen to the **MassMobility webinar**, [Creative Approaches to Expand Community Mobility](#), for specific examples.



GOAL 5

Economic Security

Take specific actions to improve economic security of older adults and caregivers.

GOAL AT A GLANCE:

- The Baker-Polito Administration expanded the Medicare Savings Program, which will directly impact approximately 40,000 low income older adults by significantly reducing premiums and out-of-pocket expenses. The program will begin on January 1, 2020.
- The Executive Office of Elder Affairs budget has increased every year since 2015 and is at its highest level ever. Funding for the Senior Nutrition Program, which provided 9.4 million meals for older adults this year, has increased every year under the Baker-Polito Administration.
- In 2019, the Baker-Polito administration awarded \$118 million for affordable housing production and preservation, including funding five developments for older adults.
- Governor Baker filed the Housing Choice Bill, which encourages amendment of zoning regulations to increase housing production, including models and communities that will benefit older adults.
- The City of Boston announced plans to transform a former middle school into New England's first LGBTQ-friendly senior housing complex.
- 2Life Communities defined a housing model ("Opus") for middle income older adults (80%-130% Area Median Income AMI) to help more residents age in the community of their choice.
- Best practices and legislative options were explored to encourage people to save more and to support family caregivers, including expansion of the CORE plan, advancing "work and save" programs, and exploring financial incentives for family caregiving.
- Organizations including MassHire, AARP Massachusetts, MCOA, the City of Boston's Age Strong Commission and Encore Boston Network supported older job seekers with career fairs and coaching.
- The Massachusetts Attorney General's Office, EOEA's Adult Protective Services, and Massachusetts Elder Identity Theft Coalition increased awareness of preventive actions regarding identity theft, robocalls, and other financial scams.

Looking ahead, we will continue to implement new ways to move the needle on economic security including innovation in housing and health care and increased support of older job seekers, older workers, and the direct care workforce.

DETAILED PROGRESS

STRATEGY

Support older adults in working longer by helping people plan for longer lives and understand the benefits of working beyond traditional retirement years*:: In progress*

STATUS & ACCOMPLISHMENTS

- [MassHire](#) directors and staff were trained on the benefits of older workers and resources to support them.
- Governor's Council to Address Aging Employment Workgroup developed assets to help educate employers on the **benefits of experienced workers**: elevator speech promoting the value of older workers, presentation for HR, and Social Security claiming guide; dissemination strategy is being determined.
- EOEA convened **subject matter experts in older adult workforce and economic security issues** to discuss the Governor's Council to Address Aging strategies, share best practices, and increase awareness of programs throughout the state.
- Various organizations and programs, including MassHire, SCSEP, MCOA and the City of Boston's Age Strong Commission, hosted "**Over 50" job fairs** to increase employment opportunities and upskill older workers.
- AARP Massachusetts, EOEA, and MCOA facilitated a [50+ Job Seekers Networking Group in Massachusetts](#) to provide access to career coach guidance and strategies.
- Organizations, including Encore Boston, encourage older adults and prepare them to pursue encore careers. [Encore Boston Network](#) also conducted *Let's Talk About Ageism* forums to better understand barriers for older job seekers.

Strengthen the pipeline of the direct care workforce and support them through professional development*:: In initial development*

- In 2019, the Executive Office of Health and Human Services assigned a **dedicated resource** to focus on the direct care workforce.
- The FY20 State Budget included \$1 million for **advanced skill training for the home care aide workforce** that serves older residents in the State Home Care Program.

Increase awareness of existing programs that assist people to stay in their homes*:: In initial development*

- A **property tax deferral program fact sheet** was created to explain the program, options for altering the program, and best practice examples. The fact sheet was shared at conferences to increase awareness with cities and towns.
- As a result of the [Drop in the Bucket Report](#), which discussed water affordability policies in twelve Massachusetts communities, MHAC and Northeastern Law are collaborating to **promote best practices in Senior Owner-Occupant Discounts** related to water and sewage utilities.
- New **Aging and Disability Resource Center (ADRC) regional meetings** with ASAPs, COAs, and other community partners promoted best practices and awareness of existing programs to support older adults.

Promote awareness of eligibility for discounts and other benefits

:: *In initial development*

- Some cities and towns, including the **City of Boston**, developed "**Ways to Save**" webpages and resources to increase awareness of discounts, programs, and services.
- The Department of Transitional Assistance (DTA) assists and empowers low-income individuals to meet their basic needs, including **food assistance** (SNAP benefits). DTA created new resources, including trainings, to help organizations better understand SNAP and how individuals can apply.
- The Executive Office of Health and Human Services and Executive Office of Elder Affairs created an **outreach plan to promote changes to the Medicare Savings Program**.

Continue to increase affordable housing options for older adults, including service enriched housing, assisted living, in-home services, villages, etc.

:: *In progress*

- In 2019, the Baker-Polito administration awarded **\$118 million for affordable housing production** and preservation, including funding five developments for older adults.
 - Governor Baker filed the [Housing Choice Bill](#), which encourages amendment of zoning regulations to increase housing production, including models and communities that will benefit older adults.
 - The **City of Boston** designated a developer to transition a former middle school into [New England's first LGBTQ-friendly senior housing complex](#).
 - Continued advocacy for increased access to **Section 202 housing** led to release of funds appropriated by Congress in Federal FY17 and a portion of those for Federal FY18.
 - Massachusetts Municipal Association (MMA) included **accessory dwelling units (ADUs) in their 2019 Best Practice Series** to encourage municipal leaders to review and update their bylaws pertaining to ADUs.
 - 2Life Communities defined a **housing model ("Opus") for middle income** (80%-130% Area Median Income AMI, \$56,000 to \$100,000) older adults to help more residents age in the community of their choice.
 - MassHousing conducted a **senior housing market needs analysis**, which underscored unmet needs for senior housing production and supportive services in affordable housing.
 - In 2019, the Villages movement grew in Massachusetts with **29 Villages** registered with the national Village to Village Network. Villages are models of neighbors-helping-neighbors and provide a variety of in-home service and community programming for older adults.
 - MHAC and other aging services organizations strengthened **relationships with housing advocates**, including [CHAPA](#), to pursue joint goals related to senior housing.
-

Increase education and awareness of identity theft and related financial scams

:: In progress

- The **Massachusetts Attorney General's Office, EOE's Adult Protective Services, and Massachusetts Elder Identity Theft Coalition** increased awareness of preventive actions regarding identity theft, robocalls, and other financial scams.

Help caregivers plan for themselves and the future of their care recipients

:: In initial development

- Continued to **identify best practices and explored legislative options** to support family caregivers, including expansion of the CORE plan, advancing "work and save" programs, and exploring financial incentives for family caregiving.
- The Massachusetts Coalition on Serious Illness Care published a [Good Talk toolkit](#) to encourage advance care planning discussions.
- The Department of Transitional Assistance (DTA) and Department of Early Education and Care increased access to **subsidized child care** for grandparents or other kinship relatives raising children.

Improve access and affordability of health care coverage for older residents

:: In progress

- The [Baker-Polito Administration expanded the Medicare Savings Program](#), which will directly impact approximately 40,000 low income older adults by significantly reducing premiums and out-of-pocket expenses. The program began on January 1, 2020.
- The [Frail Elder Waiver](#) was implemented on January 1, 2019 to provide additional home and community-based services to older adults in the Commonwealth, thereby delaying admittance to a nursing facility level of care.
- The [Nursing Facility Task Force](#) began meeting in 2019 to evaluate ways to ensure the financial stability of skilled nursing facilities, consider the role of skilled nursing facilities within the continuum of elder care services, and address current workforce challenges.



GOAL 6

Sustainability

Create a sustainable infrastructure to guide and support the work of Age-Friendly Massachusetts and partner initiatives.

GOAL AT A GLANCE:

- The Age-Friendly State Designation steering group – including members from AARP Massachusetts, DFM, EOE, Healthy Living Center of Excellence, MCOA, MHAC, and Tufts Health Plan Foundation – either funded positions dedicated to this work or partially dedicated staff to strengthen the momentum, coordination and expansion of the age- and dementia-friendly movement. This group meets bimonthly to discuss progress and strategize next steps related to the Action Plan.
- The circle of partners engaged in the age- and dementia-friendly movement continues to increase with many non-traditional partners and sectors, such as the business community, transportation, housing, and technology and innovation, adopting an aging lens.
- Massachusetts was recognized by Inc. Magazine as the Silicon Valley of Aging, which is evident from the innovation sector’s leadership in this space. Organizations including Aging2.0, AGENCY, MassChallenge, Massachusetts eHealth Institute (MeHI), MIT AgeLab, and TechSpring continue to influence how we age in the Commonwealth. Aging2.0 hosted the first ever [*Revolutionize conference*](#) in Boston.
- In 2019, Massachusetts was fortunate to host two leaders from the international age- and dementia-friendly movement. [*Dr. Alexandre Kalache*](#), founder of the World Health Organization Active Ageing Policy Framework, and [*Gil Penalosa*](#), founder of the 8 to 80 Cities movement, visited Massachusetts to share best practices and learn about the work underway in the Commonwealth.

Looking ahead, we will gather input from stakeholders and residents on the first year of progress and remaining gaps. We will also continue to build cross-sector partnerships and encourage new partners to adopt an aging and caregiving lens to their work.

DETAILED PROGRESS

STRATEGY

Gather stakeholders and funding streams to support Age-Friendly Massachusetts planning and implementation*:: In progress***Create an implementation plan and governance model to drive this work forward***:: In progress***Continuously engage with older adults and caregivers throughout the Commonwealth to understand our effectiveness in meeting their needs***:: In initial development*

STATUS & ACCOMPLISHMENTS

- The **Age-Friendly State Designation steering group** – including members from AARP Massachusetts, DFM, EOEA, [Healthy Living Center of Excellence](#), MCOA, MHAC, and Tufts Health Plan Foundation – met bimonthly to discuss progress and strategies for maintaining momentum.
- MHAC hosted **stakeholder meetings in different parts of the state** to increase the reach of the age- and dementia-friendly movement. This led to the start of age- and dementia-friendly initiatives in northern Worcester County and Lowell, the state’s fourth largest urban area.
- MHAC used its website and newsletter to track [funding opportunities](#) from various sectors that can support age- and dementia-friendly activity.
- AARP Massachusetts, DFM, EOEA, MHAC, and Tufts Health Plan Foundation **inventoried age- and dementia-friendly funding over the last 5-years** to better understand funding distribution and inform future allocation.
- AARP Massachusetts, DFM, EOEA, Healthy Living Center of Excellence, MCOA, MHAC, and Tufts Health Plan Foundation **partnered for presentations, conferences, and convenings** across the Commonwealth and conveyed a **unified vision and plan** for Age-Friendly Massachusetts.
- Massachusetts regularly met with the **AARP Livable Communities Team** to learn from other states’ age- and dementia-friendly efforts as well as national best practices.
- MHAC and DFM created a status system to track maturity of age- and dementia-friendly communities ranging from “opportunity” to “active” communities. The [age- and dementia-friendly map](#) is regularly updated on the MHAC website and includes information at the city or town level.
- EOEA, MHAC and DFM created a **master Excel sheet** to organize age- and dementia-friendly activity across the state. The sheet serves as a living document that is used for internal planning by the steering group.
- A draft of the Age-Friendly Massachusetts Action Plan was presented to the **MHAC Advisory Council** to solicit input from stakeholder organizations and encourage them to socialize the plan with the residents they serve.
- EOEA created a Mass.gov [webpage dedicated to age- and dementia-friendly](#), which includes the [Age-Friendly Massachusetts Action Plan](#) and a link for residents to submit comments through an [online form](#). Input through the online form is regularly monitored by EOEA staff.
- A **10-question community survey** was created to better understand the needs of local communities and impact of the Age-Friendly Massachusetts Action Plan. The survey will be used by EOEA during COA visits in 2020.

Amplify cross-sector collaboration and partnership and harness the longevity economy

:: In progress

- [AGENCY](#), a combination of co-working space and event programming, launched with the state as a strategic partner at the Cambridge Innovation Center (CIC). AGENCY hosted events to facilitate cross-sector collaboration.
- EOEA served as a champion to the 2019 MassChallenge HealthTech (MCHT) program and worked with a startup, GoGoGrandparent, that was awarded a platinum prize at the end of the program. EOEA is a champion for the 2020 MCHT program alongside DDS and MCB.
- In October, **Ageing2.0 hosted the international [Revolutionize conference](#)** in Boston, which brought together different sectors to discuss innovation in aging and caregiving.
- **Successful cross-sector partnerships continued to bring innovation and technology to the aging and disability community.** Examples include the MBTA's pilot mobile app for people who are blind or visually impaired and pilots within the aging services network with digital avatars who can provide health coaching and companionship.
- The [MIT AgeLab](#) hosted a variety of forums to strengthen cross-sector collaboration, including a symposium on family caregiving in November.

Evaluate Age-Friendly Massachusetts initiatives, share progress, and continuously gather feedback throughout the state

:: In progress

- **Leaders in the international age- and dementia-friendly movement - [Dr. Alexandre Kalache](#)**, founder of the World Health Organization Active Ageing Policy Framework, and [Gil Penalosa](#), founder of the 8 to 80 Cities movement - visited Massachusetts to share best practices and learn about the work underway in the Commonwealth.
 - Massachusetts has promoted its age- and dementia-friendly vision and plan on the national stage by speaking at conferences such as the 2018 AARP Livable Communities Conference, 2018 Gerontological Society of America (GSA) Conference, and 2019 NASUAD Home and Community-Based Services (HCBS) Conference.
 - The Age-Friendly Massachusetts Action Plan was shared at multiple forums throughout 2019 and used as the foundation to articulate priorities related to aging and caregiving and increase coordination across organizations and sectors.
 - Progress against the Age-Friendly Massachusetts Action Plan was shared at **large stakeholder meetings throughout the Commonwealth**, including at MHAC meetings, AARP Massachusetts meetings, and with the Governor's Council to Address Aging.
-

Appendix A: Partner Organizations

AGENCY

AGENCY's mission is to enable millions of elders and their families to thrive, and to help professionals, communities, and institutions flourish in the worldwide longevity economy.

They help foster innovation, grow companies, and scale ideas that build an age-friendly world. AGENCY is a powerful combination of premium co-working space, high-touch programming, and concierge ecosystem connections at Cambridge Innovation Center (CIC) international innovation hubs.

Aging 2.0

Aging2.0 strives to accelerate innovation to address the biggest challenges and opportunities in aging. Aging2.0's international, interdisciplinary and intergenerational community has grown to 40k+ innovators across 24 countries. Their volunteer-run chapter network spans over 100 cities, including Boston, and has hosted more than 700 events around the world.

Alzheimer's Association

The Alzheimer's Association is a voluntary health organization in Alzheimer's care, support and research. Their mission 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 Alzheimer's Association operates through local chapters, including the Massachusetts/ New Hampshire chapter.

Barnstable Adult Community Center

Formerly known as the Barnstable Senior Center, the Barnstable Adult Community Center provides programs, services and opportunities that optimize the quality of life for older citizens and help them maintain their independence so they may successfully age in place and remain active and engaged in the community. Their vision is to provide an inclusive, diverse, and welcoming environment and to offer opportunities that enrich and empower the senior population.

City of Boston's Age Strong Commission

Formerly known as the Commission on Affairs of the Elderly, the City of Boston's Age Strong Commission also serves as the local Council on Aging and Area Agency on Aging. The Commission uplifts and celebrates older adults and encourages us all to "age strong". In 2017, the City published its [Age-Friendly Boston Action Plan](#), which outlined priorities and strategies to transform Boston into an environment where older adults are celebrated and thrive. The Age-Friendly Boston project has since published two annual reports.

Corporation for National and Community Service Senior Corps

Volunteers age 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 RSVP programs, enriching the lives of the volunteers and benefiting their communities.

Councils on Aging

Councils on Aging provide support services to older adults, families and caregivers in the community. As a local agency, the Councils on Aging & Senior Centers serve as a source for elder advocacy, as well as programs and services for older adults.

Dementia Friendly Massachusetts (DFM)

Dementia Friendly Massachusetts is a grassroots movement that aims to make communities safe, inclusive and respectful for people living with Alzheimer's disease or a related dementia.

Department of Transitional Assistance (DTA)

The Department of Transitional Assistance (DTA) assists and empowers low-income individuals and families to meet their basic needs, improve their quality of life, and achieve long term economic self-sufficiency. DTA serves one in nine residents of the Commonwealth with direct economic assistance (cash benefits) and food assistance (SNAP benefits), as well as workforce training opportunities.

Executive Office of Elder Affairs (EOEA)

The Executive Office of Elder Affairs is the state's unit on aging. Their mission is to promote the independence, empowerment, and well-being of older adults, individuals with disabilities, and their caregivers. Through the state-wide aging services network, the Executive Office of Elder Affairs provides a variety of programs and services, including home care, caregiver support, nutrition, protective services, SHINE (health insurance) counseling, dementia and mental health services, and a variety of other programs.

Embracing Carers™

Embracing Carers™ aims to fill the need for better support and recognition of caregivers. They are focused on improving caregivers' health and wellness, while increasing awareness and support for them within healthcare systems around the globe. Embracing Carers™ latest public awareness campaign, Time Counts, encourages individuals to pledge a few hours of time to a family caregiver in their lives.

Frameworks Institute

The Frameworks Institute is a nonprofit think tank that advances the mission-driven sector's capacity to frame the public discourse about social and scientific issues. It designs, conducts, and publishes multi-method, multi-disciplinary framing research to prepare experts and advocates to expand their constituencies, to build public will, and to further public understanding. One of Frameworks' focus areas is on [aging](#) and framing the language used to talk about issues, opportunities, and demographic change related to aging.

Governor's Council to Address Aging

On April 12, 2017, Governor Charles D. Baker signed Executive Order 576 establishing the Governor's Council to Address Aging in Massachusetts. The Council, comprised of 24 members from various sectors, released their [final recommendations](#) in December 2018. Since then, the Council continues to meet semi-annually to discuss progress.

Healthy Living Center of Excellence (HLCE)

The Healthy Living Center of Excellence represents a unique collaboration of community-based organizations, aging service providers, health care systems, governmental agencies, and healthcare payers. Led by a medical care provider (Hebrew SeniorLife), a community-based organization (Elder Services of the Merrimack Valley), and an Advisory Committee representing diverse community stakeholders, HLCE represents an integrated delivery system which leverages the expertise and resources of the community to achieve better care, better health and lower costs.

2Life Communities

Formerly known as Jewish Community Housing for the Elderly, 2Life Communities works with older adults from all backgrounds and enables aging in communities prioritizing engagement, connection, and purpose. By providing superior housing that is broadly affordable, continually evolving supportive services to meet the needs of diverse residents, and building connections and community, 2Life promotes aging in community as a first choice for older adults.

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 \$22 billion for affordable housing.

Massachusetts Attorney General's Office

The Massachusetts Attorney General's Office is an advocate and resource for the people of Massachusetts in many ways, including protecting consumers, combating fraud and corruption, investigating and prosecuting crime, and protecting the environment, workers, and civil rights.

Massachusetts Business Roundtable (MBR)

The Massachusetts Business Roundtable (MBR) is a public policy organization comprised of Chief Executive Officers and Senior Executives from some of the state's largest employers. MBR's mission is to strengthen the state's economic vitality. MBR engages with public and private leaders to develop public policy solutions that enhance Massachusetts' long-term competitive position and make it a highly desirable place to do business within a global economy.

Massachusetts Caregiver Coalition

A collaboration that includes employers from diverse industry sectors working with the state to assess and address the needs of family caregivers in Massachusetts. 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)

Massachusetts Councils on Aging is a nonprofit, 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 1.5 million older adults, 60 and older in Massachusetts, in leading healthy, purposeful lives.

Massachusetts Department of Transportation (MassDOT)

The Massachusetts Department of Transportation aims to provide the nation's safest and most reliable transportation system to strengthen our economy and quality of life. They partner with cities and towns, public agencies, and private sector businesses to deliver transportation services that also support the economic, quality of life, and environmental goals of the Commonwealth.

Massachusetts Healthy Aging Collaborative (MHAC)

The Massachusetts Healthy Aging Collaborative is a network of leaders in community, health and wellness, government, advocacy, research, business, education, and philanthropy who have come together to advance healthy aging ("age-friendly", "dementia-friendly"). Their mission is to create strong and healthy communities that include people of all ages and abilities.

MassChallenge HealthTech (MCHT)

MassChallenge HealthTech is a digital health innovation hub founded by the City of Boston, MeHI, MACP, and MassChallenge, with the goal of supporting digital health startups. The leaders of MassChallenge HealthTech believe that when entrepreneurs and the community come together to solve problems, they will accelerate innovation and transform healthcare. The Massachusetts eHealth Institute and Executive Office of Health and Human Services have participated in the program as "champions" to startups over the last several years.

Massachusetts Municipal Association

The Massachusetts Municipal Association (MMA) is a nonprofit, nonpartisan association that provides advocacy, training, publications, research and other services to Massachusetts cities and towns. MMA brings municipal officials together to establish unified policies, to advocate these policies, and to ensure the effective delivery of services to residents. Their quarterly publication, [*Municipal Advocate*](#), spotlights different issues and opportunities.

MassHire

MassHire creates and sustains powerful connections between businesses and jobseekers through a statewide network of employment professionals.

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.

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.

Osher Lifelong Learning Institute (OLLI)

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

Purple Table

Purple Table offers a restaurant portal and training program to encourage restaurants to create positive dining experiences for people living with Alzheimer's and dementia, autism, and other physical or cognitive conditions and their caregivers. Purple Table's restaurant portal allows users to search for restaurants that are already Purple Table-affiliated.

TechSpring

TechSpring helps proven companies prepare for and tackle the last mile of innovation - delivering success and value for end users. Companies can come in at any stage - ideation, design, validation, pilot, or value assessment - and receive support from TechSpring in the form of guided collaboration between healthcare professionals and product innovators.

Tufts Health Plan Foundation

Tufts Health Plan Foundation's mission is to improve the health and wellness of the diverse communities they serve. Through community investments, the Foundation has given tens of millions in funding to Massachusetts, New Hampshire, Rhode Island, and Connecticut nonprofits to improve healthy living with an emphasis on older adults. The Foundation aims to move communities toward achieving age-friendly policies and practices that are relevant, focus on the most vulnerable, and include older adults in the process.

UMass Boston Gerontology Institute

The Gerontology Institute carries out basic and applied social and economic research on aging and engages in public education on aging policy issues, with an emphasis in five areas including income security, long-term services and supports, healthy aging, age-friendly communities, and social and demographic research on aging. Key research areas include the [Healthy Aging Data Reports](#) and [Economic Security and the Elder Index](#).

Walk Boston

WalkBoston makes walking safer and easier in Massachusetts to encourage better health, a cleaner environment and more vibrant communities. Their Statewide Action Plan is a three-year plan offering a framework on how to Make Massachusetts More Walkable. It builds on nearly 30 years of advocacy in more than 100 cities and towns.

Appendix B:

Glossary of Terms

Accessory Dwelling Units (ADUs)

An accessory dwelling unit includes having a second small dwelling right on the same grounds (or attached to) a single-family home. Examples include an “in-law suite”, apartment over a garage, a basement apartment, or a tiny house in the backyard.

Caregiver

Simply stated, a caregiver is someone who helps care for another person. In the aging field, this can mean caring for an older adult or individual living with a disability, or being a grandparent raising a grandchild. Caregivers can be paid staff (the direct care workforce) or unpaid family members (family caregivers). Caregivers are critical to helping older people thrive and maintain independence as they assist with Activities of Daily Living.

Community Compact

The Community Compact is a voluntary, mutual agreement entered into between the Baker-Polito Administration and individual cities and towns of the Commonwealth. In a Community Compact, a community will agree to implement at least one best practice that they select from across a variety of areas. Once approved, the written agreement will be generated and signed by both the municipality and the Commonwealth.

Dementia Ambassadors

Dementia Ambassadors are those who work in social services and other settings who have volunteered to develop their skills in working with people living with dementia.

Dementia Conversations

This program provides tips for breaking the ice with families so they can address some of the most common issues that are difficult to discuss: going to the doctor for a diagnosis or medical treatment, deciding when to stop driving, and making legal and financial plans for future care.

Dementia Friends

Dementia Friends go through a one-hour information session to learn more about dementia, including what it is like to live with dementia. By being a Dementia Friend, individuals can turn their new understanding of dementia into practical actions that can help people living with dementia in their community.

Determination of Need (DoN)

The purpose and objective of the DoN program is to encourage competition with a public health focus, to promote population health, to support the development of innovative health delivery methods and population health strategies within the health care delivery system, and to ensure that resources will be made reasonably and equitably available to every person within the Commonwealth at the lowest reasonable aggregate cost.

Frail Elder Waiver (FEW)

The Frail Elder Waiver is a Home- and Community-Based Services (HCBS) waiver designed to make supports available to eligible frail elders aged 60 and older who meet the level of care for a nursing facility but prefer to remain in the community. An eligible person may enroll in FEW at any time and should contact their local Aging Services Access Point for more information.

Gateway Cities

Gateway Cities are midsize urban centers that anchor regional economies. For generations, these communities were home to industry that offered residents good jobs and a “gateway” to the American Dream. As industry changed, these cities are now repositioning and reinventing, capitalizing on existing infrastructure and connections to transportation networks, hospitals, universities and other major institutions.

Gen2Gen

Gen2Gen is Encore.org’s campaign to mobilize 1 million adults 50+ to stand up for and with young people today. By bringing the generations together, they are working to realize the potential of longer lives, the potential of every child, and the power of older and younger generations working side by side for change.

Housing Choice Bill

Governor Charlie Baker filed legislation in February 2019 to further the administration’s Housing Choice Initiative, a bold plan to support the production of 135,000 new housing units by 2025. The Housing Choice Initiative provides incentives, rewards, technical assistance and targeted legislative reform to encourage and empower municipalities to plan and build the diverse housing stock that the Commonwealth needs to continue to thrive.

Idea Exchanges

Idea Exchanges are regional meetings held in different areas of the state that provide a networking opportunity for people working on dementia-friendly work in Massachusetts. The meetings also provide direct technical assistance in the form of Q and A and group discussion and spend time on a challenging topic that has been identified by the group prior to meeting.

Massachusetts Caregiver Coalition

In collaboration with leaders from business, health care, education and state government, the Massachusetts Business Roundtable supported the launch of the Massachusetts Caregiver Coalition, an initiative to assess and address the needs of family caregivers across the Commonwealth. As of November 19, employer members of the

Coalition include AGENCY, ARCHANGELS, Cigna, EMD Serono, Massachusetts Business Roundtable (MBR), Massachusetts eHealth Institute (MeHI), and the Executive Office of Elder Affairs.

Massachusetts Elder Identity Theft Coalition

The Massachusetts Elder Identity Theft Coalition is a coalition of elder service providers, legal aid organizations, law enforcement, state agencies, and volunteer organizations throughout the Commonwealth. The Coalition was created to better address the needs of older adult victims of identity theft and cybercrime.

MassOptions

A service provided through the Executive Office of Health & Human Services. MassOptions connects older people, individuals with disabilities and their caregivers with agencies and organizations that can best meet their needs through phone, email or with an online specialist.

Medicare Shared Savings Program

The Shared Savings Program is committed to achieving better health for individuals, better population health, and lowering growth in expenditures by offering providers and suppliers (e.g., physicians, hospitals, and others involved in patient care) an opportunity to create a new type of health care entity, an Accountable Care Organization (ACO).

Memory Cafés

A memory café is a welcoming place for people with forgetfulness or other changes in their thinking and for their family and friends. Memory cafés meet at a variety of places including coffeehouses, museums, or community organizations. Each memory café is different. Some cafés invite guest artists, some offer education about memory changes, and some are just for relaxing and conversation.

Memory Sundays

Memory Sunday, the second Sunday in June, is a designated day within congregations serving African Americans that increases education and awareness of Alzheimer’s and dementia. Topics discussed include prevention, treatment, research and caregiving.

Momentum Fund

The Tufts Health Plan Foundation's Momentum Fund is a mini-grant program designed to build on a region's energy, experiences and insights to create cities and towns that are great places to grow up and grow old. Momentum Fund mini-grants support communities in Connecticut, Massachusetts, New Hampshire and Rhode Island promoting healthy aging.

Property Tax Deferral Program

The property tax deferral program, known as Clause 41A, allows people 65 or older to defer their property taxes until their home is sold or conveyed. The Clause 41A program is a tax deferral, not a tax exemption.

Qualified Allocation Plan (QAP)

The federal Low Income Housing Tax Credit program requires each state agency that allocates tax credits, generally called a housing finance agency, to have a Qualified Allocation Plan. The QAP sets out the state's eligibility priorities and criteria for awarding federal tax credits to housing properties.

Rural Policy Advisory Commission (RPAC)

The Rural Policy Advisory Commission was created by the legislature in 2015. The Commission is governed under M.G.L. Chapter 23A: Section 66. The commission serves as a research body for issues critical to the welfare and vitality of rural communities and studies, reviews, reports on the status of rural communities and residents in the Commonwealth.

Savvy Caregiver

Savvy Caregiver is a psycho-educational training program intended to train families and others about the unfamiliar role they face as caregivers of a relative or friend with Alzheimer's disease or dementia. Savvy Caregiver is a 12-hour program that is delivered in 2-hour sessions over a 6-week period. In 2019, Savvy Caregiver became available to Commonwealth residents who are Spanish speakers.

Senior Community Service Employment Program (SCSEP)

The Senior Community Service Employment Program (SCSEP) helps low-income job seekers age 55 and older develop the skills and self-confidence to get jobs and become financially self-sufficient. Interested individuals can apply to the SCSEP program at their local MassHire Career Center.

Appendix C: Acronyms

AARP MA	AARP Massachusetts
ADRC	Aging and Disability Resource Center
ASAP/AAA	Aging Services Access Point/ Area Agency on Aging
ADUs	Accessory Dwelling Units
CIC	Cambridge Innovation Center
COA	Council on Aging
DFM	Dementia Friendly Massachusetts
DHCD	Department of Housing & Community Development
DMH	Department of Mental Health
DoN	Determination of Need
DTA	Department of Transitional Assistance
EOEA	Executive Office of Elder Affairs
EOHHS	Executive Office of Health & Human Services
FEW	Frail Elder Waiver
GSA	Gerontological Society of America
HCBS	Home and Community-Based Services
HLCE	Healthy Living Center of Excellence
HR	Human Resources
JF&CS	Jewish Family and Children's Service
MAGIC	Minuteman Advisory Group on Interlocal Coordination
MassDOT	Massachusetts Department of Transportation
MBR	Massachusetts Business Roundtable
MCOA	Massachusetts Council on Aging
MCHT	MassChallenge HealthTech Program
MeHI	Massachusetts eHealth Institute

MHAC	Massachusetts Healthy Aging Collaborative
MIT	Massachusetts Institute of Technology
MMA	Massachusetts Municipal Association
QAP	Qualified Allocation Plan
RPAC	Rural Policy Advisory Commission
SCSEP	Senior Community Service Employment Program
UMass	University of Massachusetts System

ReiMAgine Aging

Planning Together
to Create an Age-Friendly
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2020: YEAR ONE PROGRESS REPORT