

# ReiMAging Aging

Planning Together  
to Create an Age-Friendly  
Future for Massachusetts

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YEAR TWO PROGRESS REPORT



Published May 2021

*“In the midst of this public health emergency, we witnessed the resilience of communities, including older adults, family caregivers, and the professionals that serve them. If there is a silver lining in all this, it’s how organizations and individuals from every corner of Massachusetts stepped up to confront the pandemic and care for each other. Local leaders and organizations came together, and the age- and dementia-friendly movement served as a foundation for rapid coordination to meet the needs of older residents.”*

CHARLES D. BAKER  
GOVERNOR

Dear Friends,

I am pleased to submit the Commonwealth of Massachusetts' Year Two Age-Friendly Progress Report detailing our efforts to advance our goal of becoming an age- and dementia-friendly state. This report represents the work of 2020, a year where the global pandemic changed everything. The COVID-19 pandemic created enormous challenges, especially for older adults. It brought economic calamity, isolation, anxiety, and fear, but also resilience, collaboration, and creativity.

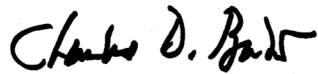
In the midst of this public health emergency, we witnessed the resilience of communities, including older adults, family caregivers, and the professionals who serve them. If there is a silver lining in all this, it's how organizations and individuals from every corner of Massachusetts stepped up to confront the pandemic and care for each other. Local leaders and organizations came together, and the age- and dementia-friendly movement served as a foundation for rapid coordination to meet the needs of older residents. Organizations deeply involved in this work deepened their impact, and new collaborators joined the movement from the public, private, and non-profit sectors. This year, we saw the age- and dementia-friendly movement expand rapidly, working toward the goal of ensuring that older people felt safe, informed, and engaged.

In addition to expanding partnerships, we also evolved our ways of conducting this work. The pandemic necessitated new approaches and forced us to change habits. As we move forward, we will take lessons from this year and incorporate them into our new normal.

The COVID-19 vaccines have given us tremendous hope as we emerge from this pandemic. I'm grateful for the endless sacrifices that communities and people have made to keep their family, friends, and neighbors safe. Together, we will move forward and confront the many issues brought to light during the pandemic, including inequities and structural racism, a deep digital divide, behavioral health, and more.

Looking ahead, I know that the strong foundation of the age- and dementia-friendly movement will continue to serve and guide us. This year especially, I am grateful for this work, the flexibilities of our partners, the resilience of communities, and the strength of older adults. Let us capture this momentum to create a Commonwealth that remains a great place to grow up and grow old together and emerges better and stronger from the adversity of this year.

Sincerely,

A handwritten signature in black ink, reading "Charles D. Baker". The signature is fluid and cursive, with the first name "Charles" being the most prominent.

CHARLES D. BAKER, GOVERNOR

# Introduction

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The [\*first year\*](#) of implementing the [\*Age-Friendly Massachusetts Action Plan\*](#) was defined by the growth of the age- and dementia-friendly movement. New communities joined the effort, local champions and residents reimagined their city or town, and new partners added an aging lens to their work. The collective action of communities, non-profit organizations, philanthropy, government, and partners across sectors solidified and strengthened the foundation for a coordinated statewide movement.

Our world as we knew it changed overnight in 2020.

This report, which covers January 2020 through January 2021, reflects the realities of two global public health emergencies, the COVID-19 pandemic and systemic racism. Worldwide, many older adults and their families were negatively impacted by the virus. Individuals experienced tremendous loss, including loss of connection, tradition, security, and life. While the nation experienced a mass movement towards racial consciousness, COVID-19 reminded us of the disparities that exist because of systemic racism and the imperative to ensure healthy aging for all.

Despite these unprecedented hardships, the age- and dementia-friendly network continued to demonstrate resilience, ingenuity, and the ability to adapt rapidly. Communities were a testbed for innovation, with local organizations, residents, and volunteers working together in new ways. Partners to the movement, including government, philanthropy, the business community, academia, non-profit organizations, places of worship, and countless others, were able to pivot and support older adults and communities in an unprecedented fashion. This report includes examples from all corners of the Commonwealth and still only represents a fraction of the many accomplishments that took place during the ongoing public

health crises. Years of collaboration — at the community, regional, and state level — created foundational and trusting relationships that led to flexibilities in resource allocation, policy, and service delivery. Yet at the same time, disparities caused by systemic racism highlighted the critical need to remove structural biases and barriers and engage meaningfully.

The pandemic forced us to confront a new reality. The [\*Age-Friendly Massachusetts Action Plan\*](#) served as our guiding document and we were encouraged to see its continued relevance. Our age- and dementia-friendly work was reshaped and deepened by the emergent needs of older adults, our communities, and the organizations that support us as we age. The values and goals of the plan served as touchstones. The ecosystem of communities and partners listened, learned, and adapted in real-time and gathered significant lessons along the way. As you read this report, reflect on your own experiences during this time. We hope you find inspiration and optimism, while also recognizing there is significant work still to be done to ensure equity in healthy aging.



# Year Two (2020) Accomplishments and Lessons Learned

The synopsis below summarizes the major themes, accomplishments, and lessons learned from January 2020–January 2021 of Massachusetts’ work to become an age- and dementia-friendly state during the two global public health emergencies—the COVID-19 pandemic and ongoing systemic racism. Details can be found on pages 10-54 of this report.

## Community: A Bedrock and Source of Innovation

This work has always been centered in community, and in 2020, community leaders, residents, and organizations demonstrated their strength and ingenuity. Communities utilized the age- and dementia-friendly infrastructure as a foundation to their pandemic response and many collaborated with new partners, thereby spreading and sustaining the movement. However, certain communities were disproportionately and negatively impacted, including communities of color and those with [a high social vulnerability index](#). While there is much work to be done, communities increased their capacity to engage and meet the needs of all older adults, reaching new residents and collaborating with local partners.

While each community has a unique story to tell, common themes emerged:

- Communities adapted and pivoted to safely provide essential services and supports, including food, shelter, and social connection, often utilizing volunteers and local organizations that had not previously identified as age- or dementia-friendly.
- Organizations developed new ways to provide information and engage with older adults while maintaining social distancing, including use of phone, internet, radio, local cable access, and

pairing information or handwritten notes with delivery of essential items and services.

- Despite the pandemic, new communities joined the age- and dementia-friendly movement including Gateway Cities such as Brockton and Fall River, and smaller communities such as Belchertown and Ware. As of January 2021, there are 76 communities certified as [Age-Friendly by AARP](#) or the [World Health Organization](#) and 60 that have signed Dementia Friendly Pledges.

*“The importance of the age- and dementia-friendly movement is to create communities that encourage mental and physical support as we age. A community that advocates unity among stakeholders can manifest a better outcome no matter the predicament the community is facing.”*

MARTHA VELEZ  
DIRECTOR, THE LAWRENCE CENTER

### Partners: Champions, Supporters, and Advocates for Older Adults

Given the pandemic, our partners faced a new reality. They reacted and responded in ways that met communities and people “where they were”, removing traditional barriers to access and letting local needs shape the support they offered and provided. We saw various sectors, including government, philanthropy, and community-based organizations break away from standard operating procedures and leverage flexibilities to meet community needs. In addition, the pandemic necessitated new collaborations and brought diverse sectors into the age- and dementia-friendly movement. In many cases, the circumstances of COVID-19 brought increased understanding and attention to the needs of older adults. Organizations and sectors once called “unusual partners” became natural collaborators and champions of age- and dementia-friendly values.

Existing partnerships were strengthened, and new organizations and leaders were brought into this work:

- Partners nimbly adapted to the new reality to meet people and communities “where they were”, including transitioning content online, simplifying application processes, removing traditional requirements for funding, and amending policies to be more flexible.
- Many organizations, including state and municipal government, aging service providers, housers, regional planning agencies, and transportation providers, created regular forums to listen to communities and collectively problem-solve.
- Cross-sector relationships were strengthened and created to address the needs of older adults and caregivers. Partnerships across the public, private, and non-profit sectors greatly advanced and sustained age- and dementia-friendly approaches.

*“In times of crisis, we realize the cracks of our systems with better clarity. This applies to digital equity. This past year, we have learnt how the age- and dementia-friendly movement empowers people to live fulfilling lives. In practice, the movement redefines vital necessities in our lives today, such as broadband internet and digital skills.”*

SINAN ERZURUMLU

FACULTY DIRECTOR, BABSON COLLEGE FUTURELAB ON MOBILITY AND CONNECTIVITY

## Insights and Lessons Learned

The pandemic shined a light on existing and systemic problems. Systemic inequities, racial injustice, the digital divide, ageism, and behavioral health needs rose to the forefront and continue to shape our actions within the age- and dementia-friendly movement. These issues are now in the spotlight. It is critical that we seize this opportunity to make foundational changes — in how we think and most importantly, how we act — to promote healthy aging for all.

Examples of insights and lessons learned from the COVID-19 pandemic:

- Leverage the heightened awareness of systemic racism and injustice to prioritize work at all levels of society that achieves equity, is inclusive and engages diverse populations, especially communities of color.
- The need to approach digital access and literacy as a social determinant of health and to consider its

various components, including broadband, devices, training, and adoption, when crafting policy solutions or programming.

- The pandemic has both heightened ageism and proliferated negative stereotypes of older adults while shining a light on older adults as valuable contributors and leaders in the community. The competing images of older adults — as feeble and frail at the same time as volunteers and heroes — became commonplace throughout the pandemic.
- The urgent need to address the behavioral health and emotional well-being of older adults, family caregivers, and direct care professionals, will continue far beyond this year. Trauma-informed approaches and increased attention to behavioral health needs should become commonplace in age- and dementia-friendly approaches.



# 2021 Priorities

As we continue to address the dual public health emergencies of a global pandemic and systemic racism, we all also must reflect on what we have learned, what is needed, and what it means to be age- and dementia-friendly in present times. We now know feelings of isolation, loneliness, grief and insecurity. Many have lived experience and better understanding of the importance of healthy aging. And while we recognize the urgent need for equity and justice as we grow up and grow old together, we fully acknowledge that we have more work to do. The availability and distribution of several COVID-19 vaccines gives us hope, yet there is a long road ahead as we recover from the multiple tragedies experienced in 2020.

We are aligned and must capitalize on this momentum to answer some of the most challenging questions yet:

- What lessons did we learn, and what practices do we want to carry forward?
- How do we support communities through the next phase of this pandemic, recovering, rebuilding, and creating a “new normal”?
- What is the resulting trauma, and how do we support older adults, individuals caring for family or loved ones, and the professionals who support them?
- How do we disruptively address the systemic issues and barriers, especially structural racism, that have come to light?
- How do we continue to listen and learn in real-time to support communities and older adults in realizing the vision of age- and dementia-friendly for all?

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@mass.gov](mailto:aging.conversation@mass.gov).

We encourage individuals and organizations to connect with us to:

- Provide feedback, questions or comments regarding the content of the progress we report in this document 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 cited here, including ways to augment and participate in this work.
- Share local, regional or statewide practices so that we may all continue to learn from each other.

*“This year has been a stark reminder to be alert to the needs of our most vulnerable residents. After the 2018 gas explosions and then the pandemic, we can no longer afford to wait around for crisis. Age Friendly Lowell has huge potential to better position us to be intentional and proactive.”*

NÄNDI MUNSON  
COMMUNITY OUTREACH COORDINATOR AND  
SHINE COUNSELOR, ELDER SERVICES OF THE  
MERRIMACK VALLEY AND NORTH SHORE





*“The power of the Massachusetts Age- and Dementia-Friendly effort comes from community. In our collective work, we must lead with diversity, equity and inclusion. We must innovate to be relevant and responsive; listen to the insights of older people; engage authentically; and, most importantly, harness the wisdom of all communities to create neighborhoods that are great places to grow up and grow old.”*

NORA MORENO CARGIE

PRESIDENT, TUFTS HEALTH PLAN FOUNDATION; VICE PRESIDENT, CORPORATE CITIZENSHIP,  
TUFTS HEALTH PLAN

# GOAL 1

# Community

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

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## GOAL AT A GLANCE

### **The age- and dementia-friendly movement continued to grow and build momentum throughout the Commonwealth:**

- Communities continued to join the age- and dementia-friendly movement during the pandemic, including Gateway Cities such as Brockton and Fall River and smaller communities such as Belchertown and Ware.
- More than 200 communities are engaged in this work, including 76 which have been designated as Age-Friendly by AARP or the World Health Organization and 60 which have signed the Dementia Friendly Pledge. New geographic areas started age- and dementia-friendly initiatives, including Central and Southeastern Massachusetts.
- Age- and dementia-friendly efforts created relationships that enabled a more collective community response to support older adults during the COVID-19 pandemic. These included relationships with libraries, schools, local businesses, faith communities, and many others.

### **New and repurposed funding streams were created to support immediate community needs:**

- Many funders allowed for greater flexibility to support community efforts to address the pandemic with additional funding and resources. For example, [Tufts Health Plan Foundation](#) waived formal grant application requirements and allowed current grantees the flexibility to change their

project scope in order to help support community response to COVID-19.

- Grants such as the [Massachusetts Department of Transportation \(MassDOT\) Shared Winter Streets and Spaces Grant Program](#) committed to prioritizing older adults and age- and dementia-friendly spaces as part of their evaluation criteria. Winter placemaking grants were also available through [Bench Consulting's Winter Places](#) program in Massachusetts funded by the [Barr Foundation](#).
- New funding streams were created to support age- and dementia-friendly work, including the [Massachusetts Healthy Aging Fund](#), which was launched as part of the Commonwealth's Determination of Need process for long-term care facilities. In 2020, the first year of the fund, nine grantees were awarded a total of \$1.4 million to address health inequities and disparities with an emphasis on transportation and housing. Technical assistance provided by [Health Resources in Action \(HRIA\)](#) and flexibilities were encouraged due to the pandemic.

### **New resources and tools were created for communities to innovate locally and promote age- and dementia-friendly practices during a pandemic:**

- New tools, including the [Age-Friendly Winter Spaces Guide](#) created by the [Massachusetts Healthy Aging Collaborative \(MHAC\)](#), [Executive Office of Elder Affairs \(EOEA\)](#), and [WalkBoston](#), were created to





help communities promote physical activity, safety, and social connection for individuals of all ages during the winter and pandemic.

- The [\*AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community\*](#) released a report, *It's the Little Things: A Community Resource for Strengthening Social Connections*, that features local examples of new and innovative ways communities are stepping up to provide meaningful connection for older adults during the pandemic.

**Greater focus and urgency were placed on efforts to engage with and learn from all communities, especially those disproportionately impacted by COVID-19:**

- MHAC led the creation of the [\*Healthy Aging for All Guide\*](#) to help communities embed access, equity and inclusion in community age- and dementia-friendly efforts.
- Tufts Health Plan Foundation, MHAC, EOE, and FSG reported on lessons from six Massachusetts communities that were disproportionately affected by COVID-19, including Brockton, Cape Cod, Chelsea, Hilltowns, Lawrence and Lynn. The report, [\*How Innovative Community Responses to COVID-19 Support Healthy Aging\*](#), contains promising practices and guiding questions for reflection.

- The third annual [\*Memory Sunday\*](#) was recognized in Massachusetts to raise awareness about memory loss, aging and Alzheimer's Disease in the Black community.

**Existing and new forums were used to share promising practices and identify solutions to common challenges during the pandemic:**

- Organizations such as MHAC and [\*Dementia Friendly Massachusetts\*](#) hosted regular community forums to promote mutual learning and sharing ideas and promising practices.
- [\*LeadingAge Massachusetts\*](#), EOE, the [\*Department of Housing and Community Development \(DHCD\)\*](#), [\*MassHousing\*](#), and the [\*Community Economic Development Assistance Corporation \(CEDAC\)\*](#) hosted a [\*weekly call series\*](#) to share and discuss COVID-19 with affordable senior housing providers in Massachusetts.
- The state and its partners elevated age- and dementia-friendly best practices through speaking engagements and panel conversations with other states, including national webinars with [\*Grantmakers in Aging\*](#), [\*The SCAN Foundation\*](#), the [\*Village to Village Network\*](#), and [\*Dementia Friendly America\*](#).

## DETAILED PROGRESS

## STRATEGY

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

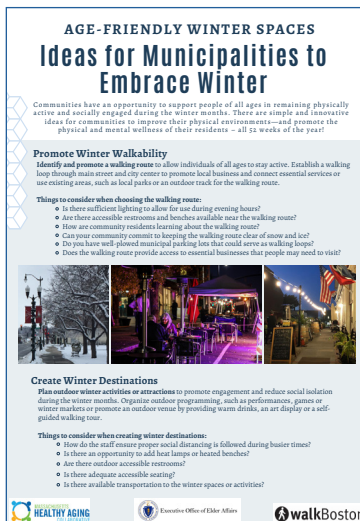
## STATUS &amp; ACCOMPLISHMENTS

- Communities continued to join the age- and dementia-friendly movement during the pandemic, including Gateway Cities such as Brockton and Fall River and smaller communities such as Belchertown and Ware.
- Organizations such as the [Massachusetts Healthy Aging Collaborative \(MHAC\)](#) and [Massachusetts Councils on Aging \(MCOA\)](#) hosted regular community forums to promote mutual learning, sharing ideas and promising practices.
- MCOA engaged Councils on Aging and Senior Centers in weekly discussions — creating new forums for conversations and providing support to Senior Centers as they engaged in efforts to reduce social isolation. New forums were presented on “Self-Care”, “Setting Boundaries,” and other topics to build the professional capacity of Councils on Aging during the pandemic.
- [The AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community](#) hosted a series of Community Conversations to learn about the new and innovative ways communities stepped up to provide a meaningful connection for older adults during the pandemic. These local examples were featured in a report released at the Task Force’s [‘Summit to Spark Action’](#) in October 2020 that highlighted the importance of social connection and inspired individuals to reach out to their friends, family, and neighbors.





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



- [The JF&CS Percolator Memory Café Network](#) continued to meet quarterly in order to provide technical support and enable cafés to exchange ideas about virtual and outdoor memory cafés. Chinese, Portuguese, and Spanish-speaking memory cafés were formed in 2020, along with 30 virtual memory cafés. Communities such as Lawrence started their first memory café — virtually — in spite of the other demands on staff during the pandemic. A supplement to the [Memory Café Toolkit](#) is being developed by JF&CS that provides guidance on running virtual, hybrid and outdoor cafés.
- [Dementia Friendly Massachusetts \(DFM\)](#) and MCOA continued to expand the tools, resources, and trainings available on the [Dementia Friendly Massachusetts website](#) on how to become a dementia-friendly community. Direct technical assistance was provided to support communities who wanted to engage in age- and dementia-friendly work.
- [MassMobility](#) convened travel trainers from across the state to share how they have been providing online travel instruction during the pandemic and learn from each other's experiences, with presentations from the Boston, Framingham, and Springfield area travel trainers.
- [The Fenway Institute](#) released a report on LGBT older adults in Massachusetts, [LGBT Aging 2025: Strategies for Achieving a Healthy and Thriving LGBT Older Adult Community in Massachusetts](#), based on data collected during nine listening sessions as well as new analyses of public health data from the [Massachusetts Department of Public Health \(DPH\)](#) and the [Executive Office of Elder Affairs \(EOEA\)](#).
- The [Age-Friendly Winter Spaces Guide](#) created by MHAC, EOEA, and [WalkBoston](#), was created to help communities promote physical activity, safety and social connection for individuals of all ages during the winter and pandemic.
- EOEA collaborated with [Babson College FutureLab on Mobility](#) to better understand the issues and opportunities related to technology access for older adults, which culminated in a webinar co-hosted by MHAC: [Understanding Technology as a Social Determinant of Health: Addressing the Digital Divide for Older Adults](#).

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



- [Tufts Health Plan Foundation](#), MHAC and EOEA partnered with [FSG](#) to learn about older adults' experiences and community adaptations during the COVID-19 crisis response. The report, [How Innovative Community Responses to COVID-19 Support Healthy Aging](#), offers lessons from six Massachusetts communities that were disproportionately affected by COVID-19 — including Brockton, Cape Cod, Chelsea, Hilltowns, Lawrence, and Lynn — and includes resources to foster a more inclusive and equitable system to support older adults.
- MHAC released a new toolkit to strengthen inclusion, equity, impact, and engagement with diverse communities. [Healthy Aging for All: A Guide for Promoting Inclusion in Age- and Dementia-Friendly Communities](#), will be piloted over the next year in three Massachusetts communities — Framingham, Lowell, and the Pioneer Valley.
- In September 2020, EOEA launched the LGBT Aging Online Training, an asynchronous interactive course for all providers of aging services in Massachusetts that strives to prevent and eliminate discrimination based on sexual orientation and gender identity and expression of older adults.
- DFM, in partnership with the [Latino Health Insurance Program](#), hosted focus groups and developed new outreach materials to heighten awareness and understanding of dementia within Latin and Portuguese communities. This included the development of a new definition of dementia that is culturally tailored.



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**Focus on diverse communities to initiate age- and dementia-friendly efforts, including Gateway Cities, rural communities, and other underrepresented communities (cont.)**

- [Memory Sunday New England](#), a faith-based collaboration of local, city and state-level leaders focused on raising awareness about memory loss, aging and Alzheimer's Disease in the Black community, hosted its third annual [Memory Sunday](#) event in June 2020. Hosted virtually for the first time, Memory Sunday 2020 distributed a [podcast, video and livestream programming](#) to churches.
  - [The UMass Boston Gerontology Institute](#) was [awarded](#) a \$288,000 grant from the AARP Foundation for a research collaboration with the [Collaborative of Asian American, Native American, Latino and African American Institutes \(CANALA\)](#) at UMass Boston, to develop and translate materials for conducting culturally responsive outreach to improve economic opportunities for older adults of color in Massachusetts. These resources will be pilot tested with aging service providers in 10 communities in the Boston metro area in 2021.
  - The UMass Boston Gerontology Institute released a report, [Aging Strong for All: Examining Aging Equity in the City of Boston](#), that examined disparities experienced by older Boston residents related to economic security, health and social engagement.
  - Many communities and local organizations developed culturally tailored programming to reach older adults whose primary language is non-English. For example, [Worcester Senior Center](#) developed a "buddy program" with [UMass Medical School](#), in which students who spoke Chinese or Vietnamese were paired with older adults to provide connection, information and referrals as needed. To explore opportunities to better include Spanish-speaking older adults in Waltham, the [Waltham Council on Aging](#) hired a Latina outreach worker who translated the Council on Aging's Resource Guide into Spanish and hosted a focus group with Latinx volunteers.
  - [The Healthy Living Center of Excellence \(HLCE\)](#) shared an update on adapting evidence-based behavioral and physical health programs to meet the needs of diverse populations at the [Virtual Aging in Action NCOA Conference](#) in June 2020. Examples of successful adaptations for underserved populations included delivery of the EnhanceWellness Program via telehealth for remote program delivery.
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**Align, amplify, and address gaps  
in funding streams to better  
support all communities**

- Existing funding streams were repurposed or adapted to allow for flexibilities with traditional funding operations to reduce barriers and help serve the needs of communities during the pandemic. Tufts Health Plan Foundation gave all grantees the flexibility to repurpose funds for COVID-19 related needs. The Foundation also awarded 52 new grants totaling \$970,000 in 2020 in response to the COVID-19 pandemic.
  - [\*The Massachusetts Department of Transportation \(MassDOT\)\*](#) launched the [\*Shared Streets and Spaces Initiative\*](#) in the summer of 2020 to fund quick-build municipal improvements to outdoor spaces in support of public health and safe mobility. The program was extended to help municipalities address the challenges of winter. This new phase of the program, called [\*Shared Winter Streets and Spaces\*](#), included age- and dementia-friendly practices as a priority for grant awards, awarding bonus points for applications that included older adult planning activities.
  - [\*The Massachusetts Healthy Aging Fund\*](#) was launched as part of the Commonwealth's Determination of Need process for long-term care facilities. In 2020, the first year of the fund, nine Healthy Aging Fund grantees were awarded a total of \$1.4 million to address health inequities and disparities with an emphasis on transportation and housing.
  - [\*MassDevelopment\*](#) partnered with the [\*Metropolitan Area Planning Council \(MAPC\)\*](#) to award over \$1 million in funding through the [\*Urgent COVID-19 Taxicab, Livery, and Hackney Partnership Grant Program\*](#) to address COVID-19 related transportation and delivery needs for vulnerable populations during the pandemic. 25 cities and towns received grants, including several Councils on Aging, such as the [\*Wayland Council on Aging\*](#) which contracted with a taxi company to facilitate food pantry deliveries, grocery or other essential shopping trips, and non-COVID-related non-emergency medical transportation.
  - [\*Three AARP Community Challenge grants\*](#) were awarded to Massachusetts organizations, including [\*Beverly Main Streets\*](#), the [\*City of Greenfield\*](#) and the [\*Dudley Street Neighborhood Initiative\*](#). One of the three grantees, Dudley Street Neighborhood Initiative, located in Roxbury and North Dorchester, received funds to create dynamic virtual spaces for intergenerational dialogue to address community issues, attend workshops and join support groups.
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**Share best practices and celebrate age- and dementia-friendly communities to encourage other cities and towns to participate**

- At the 2020 MCOA Virtual Fall Conference, Secretary of the Executive Office of Elder Affairs, Elizabeth Chen, PhD, MBA, MPH recognized 56 communities who signed Dementia Friendly Pledges.
  - The state and its partners elevated age- and dementia-friendly best practices through speaking engagements and panel conversations with other states, including national webinars with [Grantmakers in Aging](#), [Dementia Friendly America](#), [Village to Village Network](#), and [The SCAN Foundation](#). MHAC recently participated in a webinar, [A Conversation on Healthy Aging](#), with the [John A. Hartford Foundation](#), [Milbank Memorial Fund](#) and four age- and dementia-friendly community initiatives in Massachusetts.
  - [The Massachusetts Municipal Association \(MMA\)](#) has continued to promote the age- and dementia-friendly movement by including resources and best practices in their monthly news publication for municipal offices and staff, [The Beacon](#). The MMA Public Works, Energy and Utilities Workgroup also invited WalkBoston, MHAC and EOEA to one of their quarterly meetings to discuss implementation of the ideas proposed in the [Age-Friendly Winter Spaces](#) guidance document for municipalities.
  - AARP launched the [Age-Friendly Responses to COVID-19](#) series about AARP cities and towns across the country that were serving and protecting older adults during the pandemic. [Age-Friendly New Bedford](#) and the [City of Boston Age Strong Commission](#) were featured.
  - The UMass Boston Gerontology Institute released a report documenting innovations and adaptations of Councils on Aging across the Commonwealth during the pandemic, [Responding to COVID-19: How Massachusetts Senior Centers are Adapting](#).
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## GOAL 2

# Information and Communication

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

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## GOAL AT A GLANCE

**New partners worked together to optimize communication to residents and their families and to promote connection to community:**

- MassAccess and Massachusetts Councils on Aging (MCOA) created a set of resources to help communities host local programming on cable access television and broadcast programs from Councils on Aging across the state.
- Local schools partnered with nutrition programs for older people to deliver handmade cards with meals.
- Municipal departments, including libraries, Councils on Aging, and the town clerk's offices, worked together to create a comprehensive list of older residents and conduct wellness calls.

**Technology was used in new ways to keep people informed, connected and exposed to programs and services across the Commonwealth:**

- Many organizations pivoted programming to videoconferencing platforms and saw an increase in participation as traditional barriers, such as transportation, were removed.
- Programs that were once offered in one geographic location were opened to all, enhancing older adults' access to communities of interest, including

Council on Aging activities, LGBT-tailored programming, and support groups.

- Municipal organizations, such as the Councils on Aging and local libraries, became technology experts offering not only digital literacy support but also new online programming. The Massachusetts Board of Library Commissioners (MBLC) published an Outdoor Library Wi-Fi Map to encourage residents to use the library as a source of internet.

**Information was tailored to be accessible and culturally competent, and partners in diverse communities were engaged to share information and resources:**

- Massachusetts Department of Public Health (DPH) produced COVID-19 fact sheets in 10 languages in addition to English. Harvard Medical School launched a COVID-19 Health Literacy Project and produced materials in over 35 languages.
- New tools, including the Coronavirus Visual Tool created by the Massachusetts Commission for the Deaf and Hard of Hearing, were created to enhance communication with people who are deaf or hard of hearing or with those who may not speak the same language as the provider.



- The [VisionServe Alliance](#) published COVID-19 resources and updates in an accessible manner for people with vision loss.
- Additional memory cafés were opened to serve people whose primary languages are Chinese, Portuguese, and Spanish. [The Alzheimer's Association Massachusetts/New Hampshire Chapter](#), [Dementia Friendly Massachusetts](#), and [Executive Office of Elder Affairs \(EOEA\)](#) created a guide on COVID-19 testing for individuals living with dementia, [COVID-19 Testing: Tips for Families with a Loved One Living with Dementia](#).

**New communication channels and existing service deliveries were established for engaging with communities, residents, and their families more frequently or on-demand:**

- Important information was frequently paired with grab-and-go and home delivered meals to keep older adults informed, especially individuals without access to the internet.
- [The Massachusetts Nursing Home Family Resource Line](#) was created to provide information and answer questions about long-term care during COVID-19.
- Organizations such as [AARP Massachusetts](#) and Massachusetts General Brigham hosted a series of tele-town halls to share information and answer live questions from the audience.

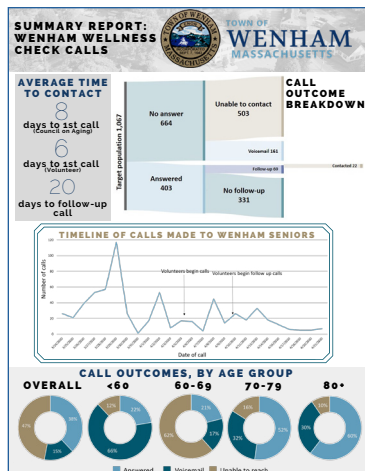
**The pandemic highlighted the need for increased family caregiver supports and changed what it meant to be a family caregiver in many respects. Partners and community-based organizations strived to bring attention to caregiving, increase self-identification, and provide support:**

- EOEA was featured on Mindy Fried's podcast [The Shape of Care](#) that explores the world of caregiving, with a specific focus on the caregiving experience during COVID-19.
- [The Massachusetts Caregiver Coalition](#) hosted a webinar series for caregivers throughout the pandemic, including its [first year anniversary webinar](#) in November 2020 to bring awareness to employers about caregiving as a workforce issue. The webinar featured Richard Lui, MSNBC News Anchor and caregiver for his father, as the keynote.
- Aging Services Access Points (ASAPs) created resources and programming to recognize, honor and support family caregivers, leveraging local cable access and virtual platforms.

## DETAILED PROGRESS

### STRATEGY

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



### STATUS & ACCOMPLISHMENTS

- Important information was frequently paired with grab-and-go and home-delivered meals to keep older adults informed, especially individuals without access to the internet. For example, many Councils on Aging provided safety and social distancing guidelines along with home-delivered meals. [The Alzheimer's Association Massachusetts/New Hampshire \(MA/NH\)](#) Chapter also partnered with Councils on Aging to provide informational material about Alzheimer's and dementia-related disorders, such as "[Knowing the Ten Signs](#)", as well as resources, such as the [Alzheimer's Association 24-7 Helpline](#), to provide direct assistance and care planning for families.
- Municipal departments, including libraries, Councils on Aging, and the town clerk's office, worked together to create a comprehensive list of older residents to conduct wellness calls. Organizations also worked with volunteer groups to help with outreach, such as the [Academic Public Health Volunteer Corps \(APHVC\)](#), a program of the Academic Health Department Consortium which was created in response to the pandemic in April 2020. Over 1,900 public health students and alumni volunteered with local boards of health across the Commonwealth in response to the pandemic to augment, amplify, and promote local public health efforts in Massachusetts. In Wenham, for example, APHVC members launched a COVID-19 wellness check-in program to evaluate older adults' unmet needs and connect them with supports and services, and documented their findings in a [summary report](#) for the town.
- The [Long-Term Care COVID-19 Family Information Center](#) was created to centralize information for families, community members and healthcare providers about nursing home, rest home and assisted living residence care during the COVID-19 pandemic. The Massachusetts Nursing Home Family Resource Line was created to provide information and answer questions about long-term care during COVID-19.
- [MassOptions](#) and 800AgeInfo consolidated to a single number and platform to encourage the use of one front door for accessing all aging and disability services for individuals across the lifespan.
- Organizations such as [AARP Massachusetts](#) and [Massachusetts General Hospital Dementia Care Collaborative](#) implemented new virtual and tele-town hall series to share information and answer live questions from the audience.



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

- [\*Massachusetts Councils on Aging \(MCOA\)\*](#) compiled a [\*collection of online programs\*](#) and entertainment for older adults including educational resources, caregiver support mechanisms and programs on arts, culture and travel. New and creative local programming, such as Salem Senior Focus and [\*GLSS TV\*](#), leveraged phone, cable and online messaging to provide older adults with information on available services and resources.
  - [\*MassAccess\*](#) and MCOA created a resource document, [\*Community Media: Best Practices for Programming for Older Adults\*](#), to help community media centers host new content for older adults on local cable access stations across the Commonwealth. Five communities on the South Shore joined together to provide daily programming for older adults through [\*PACTV\*](#), the regional local cable access channel. From exercise to educational programming, the Councils on Aging shared resources to create a weekly TV Guide of programming for older adults that was distributed across the region.
  - [\*The Alzheimer's Family Support Center of Cape Cod\*](#) became a communication hub for Cape Cod families, disseminating updated information in daily email outreach and creating dementia-friendly PSA videos on their website.
  - Many Councils on Aging created resource guides to help older adults and families navigate available resources to meet their needs. For example, the [\*Shrewsbury Council on Aging\*](#) published the [\*Shrewsbury Senior Resource Guide\*](#) with information on local services and supports.
  - [\*The Massachusetts Association for Mental Health \(MAMH\)\*](#) created a [\*COVID-19 Behavioral Health Information Hub\*](#) as part of their [\*Network of Care Massachusetts\*](#) initiative. This Information Hub included a wide range of resource pages, with topics such as 'health care decision making,' 'suicide prevention' and 'services and supports for older adults.'
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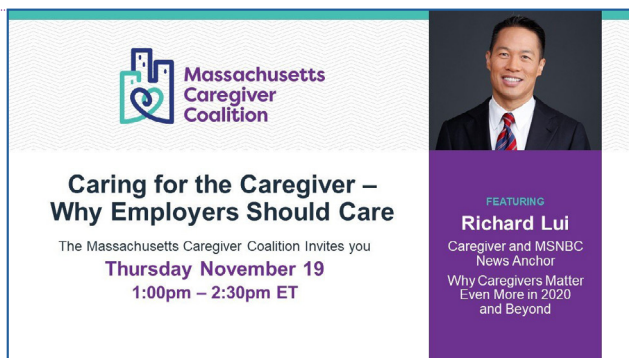
**Make information accessible and culturally competent to all consumers**

- *Research* by [Tufts Health Plan Foundation](#), the [Executive Office of Elder Affairs \(EOEA\)](#), [Massachusetts Healthy Aging Collaborative \(MHAC\)](#), and [FSG](#) called attention to community adaptations during the pandemic that made information and services more accessible, inclusive and equitable.
- Representatives from Elder Services of The Merrimack Valley (ESMV) and Partners Health Care presented at the 2020 National Councils on Aging (NCOA) Conference about efforts to make the Matter of Balance program more accessible through language and low vision translations: [Talking the Same Talk: Making A Matter of Balance Accessible Through Translations](#).
- More than one-third of the Commonwealth's memory cafés serving individuals living with dementia and their caregivers transitioned to be provided online and by phone in multiple languages, with others offering outdoor meeting venues during the warmer weather or pick-up/drop-off activity kits to keep café guests connected. Additional memory cafés were also opened to serve people whose primary languages are Chinese, Portuguese, and Spanish.
- New tools, including the [Coronavirus Visual Tool](#) created by the [Massachusetts Commission for the Deaf and Hard of Hearing](#) and the [Show Me Booklet](#) created by the [Massachusetts Department of Public Health](#), were created to enhance communication with individuals who are deaf or hard of hearing or with individuals who may not speak the same language.



### Improve self-identification of caregivers and awareness of resources

- The Baker-Polito Administration declared November 2020 as [Family Caregivers Month in Massachusetts](#). EOEA promoted the proclamation and celebrated family caregivers with a [dedicated Mass.gov webpage](#), social media engagement, and an acknowledgment of caregivers in virtual speaking events throughout the Commonwealth.
- [The Alzheimer's Association Massachusetts/New Hampshire Chapter](#), MCOA and EOEA created guidance documents for caregivers of individuals living with dementia on how to talk about [COVID-19 testing](#) and provide care in [home-](#) and [residential-care settings](#).
- EOEA was featured on Mindy Fried's podcast [The Shape of Care](#) that explores the world of caregiving, with a specific focus on the caregiving experience during COVID-19.
- In honor of Alzheimer's and Brain Awareness Month the [Alzheimer's Association Massachusetts/New Hampshire Chapter](#) hosted a [Virtual Town Hall](#) in June 2020 with United States Senator Ed Markey to discuss the challenges facing those with dementia and their caregivers.
- [The Massachusetts Caregiver Coalition](#) hosted a webinar series for caregivers throughout the pandemic, including its [first year anniversary webinar](#) in November 2020 to bring awareness to employers about caregiving as a workforce issue. The webinar featured Richard Lui, MSNBC News Anchor and caregiver for his father, as the keynote.
- Aging Services Access Points (ASAPs) created resources and programming to recognize, honor and support family caregivers. [SeniorCare Inc's segment](#) on the [Family Caregiver Support Program](#), for example, was featured on local cable access station 1623 Studios detailing program resources available options for family caregivers during COVID-19. Others hosted virtual events to provide caregivers with information and supports, such as [Springwell's Family Caregiver Burnout Prevention Workshop](#) and [LifePath's](#) community forum, [Caring in Community](#).
- EOEA partnered with [MassSupport](#) to create a series of virtual coping groups for family caregivers.



# 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

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## GOAL AT A GLANCE

### **Reframing Aging Training continued to reach new audiences across sectors and increased capacity for community training efforts:**

- Tufts Health Plan Foundation continued to change the conversation about aging through presentations to new audiences, in-depth workshops with community leaders, and on-going support of important stakeholders who promote positive images of aging and older adults.
- Tufts Health Plan Foundation expanded capacity for Reframing Aging trainings by sponsoring training for 15 new certified facilitators from Massachusetts organizations.

### **Public awareness campaigns helped call attention to issues related to aging and the needs of older adults during the pandemic:**

- The Be a Nutrition Neighbor social media campaign launched by the Commission on Malnutrition Prevention Among Older Adults (MPC) helped increase awareness of malnutrition among older adults as a serious problem in Massachusetts, especially during COVID-19, and encouraged people to stay connected in a socially distant way with the older adults in their life.

- Communities highlighted the need to engage older adults in new and creative ways. The AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community launched the Reach Out Massachusetts (#ReachOutMA) campaign to raise awareness about the benefits of social connection.
- As part of the Reach Out Massachusetts (#ReachOutMA) campaign, four Massachusetts Mayors delivered messages to their communities highlighting the need to reach out and connect with older adults.

### **Communities continued to reduce stigma associated with aging and disability through local volunteerism, education and intergenerational efforts:**

- The Dementia Friends movement continued to grow in Massachusetts, from 4,300 Dementia Friends and 280 Dementia Friends Champions in 2019 to over 7,400 Friends and 540 Champions as of January 2021. Dementia Friends sessions, now hosted online, help educate people about dementia and illustrate ways to help those living with the disease.





- Community partnerships between schools and Councils on Aging opened the door for creative intergenerational engagement, such as intergenerational pen pals, virtual yoga, and book clubs.
- Younger adults embraced opportunities to volunteer and help older adults. Students provided technology training, helped deliver groceries and other essentials, and removed snow from pathways for older adults in their communities.
- The importance of older adults as volunteers and facilitators of essential services, such as home-delivered meals drivers, was elevated during the COVID-19 pandemic.

**While the pandemic continually emphasized the vulnerability and adverse impact of COVID-19 on older adults, at the same time, partners and the media amplified stories demonstrating the strength and resilience of older adults and family caregivers:**

- Formerly the AARP Loneliness and Social Isolation Task Force, the AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community rebranded in 2020 by changing its name and mission statement in an effort to build community, encourage connection, and change how we talk about social isolation.



- During *National Family Caregiver Month*, aging services organizations and employers shared stories about caregivers to recognize and celebrate the incredible work they do and encourage other caregivers to share their experiences caring for loved ones and to reach out for help.
- State and local media elevated the extraordinary contributions of individuals and organizations that serve communities. Countless news stories documented the remarkable efforts of volunteers, home care aides, caregivers and senior centers, and highlighted the resources available for older adults and their caregivers.

## DETAILED PROGRESS

## STRATEGY

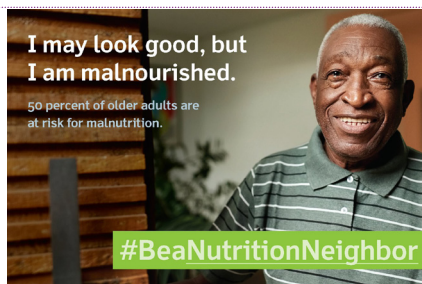
**Educate thought leaders, policymakers, and community influencers on issues related to aging, ageism, and older people**

## STATUS &amp; ACCOMPLISHMENTS

- [Tufts Health Plan Foundation](#) expanded capacity for [Reframing Aging](#) trainings by sponsoring training for 15 new certified facilitators from Massachusetts organizations. Facilitators presented on Reframing Aging at 17 convenings, including a social media campaign and presentations to aging professionals, communicators and government agencies.
- [The Executive Office of Elder Affairs \(EOEA\)](#) participated in a webinar to discuss three specific challenge areas facing innovators in aging at the [2020 MIT Hacking Medicine Grand Hack](#), including connectivity, brain health and family caregiver support.
- [Salem for All Ages](#) designed a “Communicating with Older Adults” training that addresses accessibility, bias, and customer service for individuals that work with older adults.
- The City of Boston [Age Strong Commission](#) broadcasted their 30-second anti-ageism video as part of the [“How Do You Age Strong?” campaign](#) on Comcast across the New England area and also promoted the campaign on platforms such as AARP and Behance.

**Support a media literacy and awareness campaign on aging**

- The [Be a Nutrition Neighbor](#) social media campaign launched by the Commission on Malnutrition Prevention Among Older Adults (MPC) helped increase awareness of malnutrition among older adults as a serious problem in Massachusetts, especially during COVID-19, and encouraged people to stay connected in a socially distant way with the older adults in their life.





### Support a media literacy and awareness campaign on aging

- Communities highlighted the need to engage older adults in new and creative ways. The [AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community](#) launched the [Reach Out Massachusetts](#) (#ReachOutMA) campaign to raise awareness about the benefits of social connection.
- As part of the Reach Out Massachusetts (#ReachOutMA) campaign, four [Massachusetts Mayors](#) delivered messages to their communities highlighting the need to reach out and connect with older adults.
- [Elder Services of the Merrimack Valley \(ESMV\)](#) and the [Healthy Living Center of Excellence \(HLCE\)](#) launched a social media campaign in honor of Falls Prevention Awareness Month, with a challenge to reach 2.5 million steps to raise awareness and prevent falls. The #MASteps2PreventFalls campaign reached over 23 million steps!
- Chronicle 5 included a feature on [Investing in the Aging Population](#) in May 2020 that highlighted community resources available for older adults and caregivers in Massachusetts.



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**Conduct reframing training with the technology and innovation community**

- Executive Office of Health and Human Services (EOHHS) agencies — the Department of Developmental Services (DDS), Massachusetts Commission for the Blind (MCB), and EOEA — were champions for the 2021 [MassChallenge HealthTech \(MCHT\)](#) program, which provides various reframing opportunities. MCHT implemented new equity-focused programming in 2020, including a webinar series on Health Equity.
  - Reframing Aging facilitators delivered presentations to technology entrepreneurs via [AGENCY](#) at the [Cambridge Innovation Center \(CIC\)](#).
  - [Manifest Boston](#) hosted a [virtual discussion](#) with the founders of startups [Attn:Grace](#) and [AGENCY](#) on de-stigmatizing aging through innovation.
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**Develop a story corps to broaden and change the narrative on aging**

- Formerly the Loneliness and Social Isolation Task Force, the AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community rebranded in 2020 by changing its name and mission statement in an effort to build community, encourage connection, and change how we talk about social isolation. The Task Force has elevated stories of isolation and loneliness on social media.
  - During National Family Caregiver Month, aging services organizations such as [Montachusett Home Care](#) shared [stories on social media](#) about caregivers to recognize and celebrate the incredible work they do and encourage other caregivers to share their experiences caring for loved ones and to reach out for help.
  - State and local media elevated the extraordinary contributions of individuals and organizations that serve their communities. Countless news stories documented the heroic efforts of [volunteers](#), [home care aides](#), [caregivers](#) and [senior centers](#), and highlighted the [resources available](#) for older adults and their caregivers.
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## Reduce stigma associated with aging and disability, including cognitive impairment



- The [Dementia Friends](#) movement continued to grow in Massachusetts, from 4,300 Dementia Friends and 280 Dementia Friends Champions in 2019 to over 7,400 Friends and 540 Champions as of January 2021. Dementia Friends sessions, now hosted online, help educate people about dementia and illustrate ways to help those living with the disease.
- [Jewish Family & Children's Service \(JF&CS\)](#) hosted a virtual symposium, [Let's Talk About Dementia and Culture: How We Talk and Teach About Dementia in Cultural and Linguistic Communities](#), with [Dementia Friends Massachusetts \(DFM\)](#) and the [Alzheimer's Association Massachusetts/New Hampshire Chapter](#) to discuss disparities in the risk of developing dementia and in access to diagnosis, research and care. Over 625 participants joined the live webinar, which is available on the JF&CS website in English, Spanish, Portuguese, and Chinese Mandarin.
- Communities increasingly realized the benefit of older adults as volunteers as many delivered essential services and were integral to COVID-19 response. For example, many continued their role as volunteer drivers for the [Senior Nutrition Program](#), dropping off meals to those in need. Others worked within their local Councils on Aging to call isolated residents, send letters and encourage connection. The City of Boston launched [Good Neighbors](#), a new COVID-19 volunteer platform, with [Nesterly](#).



# GOAL 4

## Policy and Practice

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

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### GOAL AT A GLANCE

**Partners across the state and within communities applied an aging and caregiving lens to their work, promoting age- and dementia-friendly policies and practices:**

- The aging services network formed new partnerships with organizations across sectors, such as libraries, police departments and faith-based organizations, to provide assistance with food distribution and daily wellness calls to isolated older adults during the pandemic.
- Certain establishments designated “senior hours” that allowed older adults to minimize risk while visiting grocery and retail stores, pharmacies and the Registry of Motor Vehicles (RMV). The Massachusetts Healthy Aging Collaborative (MHAC), Executive Office of Elder Affairs (EOEA) and Mass Home Care partnered with the RMV to host staff from Aging Service Access Points during local RMV “Senior Days” to provide information and referrals.
- Partners expanded or adapted service deliveries to promote the safety of older adults and allow for greater flexibility in service models. For example, policy changes such as waiving face-to-face requirements for certain services or expanding the scope of services eligible for reimbursement enabled older adults to continue accessing important services during the pandemic.
- The state and municipalities passed new legislation to promote age- and dementia-friendly practices. For example, the Baker-Polito Administration

signed economic development legislation that included Housing Choice, thereby reducing the barriers to adopting age- and dementia-friendly housing practices, such as zoning for accessory dwelling units (ADUs).

**Technology became a heightened focus with efforts to increase access to broadband, devices, and training for older adults and caregivers:**

- Organizations such as Massachusetts Councils on Aging (MCOA), MassAccess, and the Fenway Institute facilitated increased access to virtual and local cable programming for older adults.
- Using federal CARES Act funds, MassMATCH and the Massachusetts Aging and Disability Resource Consortia (ADRC) hosted a series of technology trainings to support the aging services network in encouraging adoption of technology with older adults. Councils on Aging also used CARES Act funds to purchase devices for older adults and family caregivers and fund internet access.
- EOEA collaborated with Babson College FutureLab on Mobility to better understand the issues and opportunities related to technology access for older adults, which culminated in a webinar co-hosted by MHAC: Understanding Technology as a Social Determinant of Health: Addressing the Digital Divide for Older Adults.





**Outdoor spaces became paramount as a means to safely physically distance, bringing an increased focus to age- and dementia-friendly environments:**

- Communities implemented innovative outdoor programming during the pandemic, such as socially distanced exercise classes and outdoor concerts.
- WalkBoston continued to promote age-friendly walking during the pandemic by conducting virtual walk audits in gateway cities and other Massachusetts communities and publishing new guides on infrastructure improvements and walking policies to promote age-friendly walking, such as WalkBoston's Greatest Hits for Age-Friendly Walking.
- The Massachusetts Department of Transportation (MassDOT) implemented the Shared Streets and Spaces Initiative with technical assistance provided by the Barr Foundation in summer 2020 and winter 2020. The goal of the program was to help communities implement immediate improvements to public spaces in support of public health, safe mobility, and renewed commerce. Shared Winter Streets and Spaces awarded bonus points for submissions that included age- and dementia-friendly practices. Municipalities such as Amherst, Shrewsbury, and Tewksbury were awarded grants to advance age- and dementia-friendly efforts.

**Communities and organizations found new ways to address growing mental health needs and support older adults, family caregivers, and the direct care workforce:**

- Community programming was created to focus on social isolation and loneliness, including new opportunities for intergenerational engagement and crisis intervention training. The State Police Association of Massachusetts and the Massachusetts State Police started "Chat with a Trooper" to connect older adults with volunteer state troopers for friendly conversation.
- The Elder Mental Health Outreach Teams (EMHOTs), Elder Mobile Outreach Teams (EMOTs), and other community service providers continued to provide wraparound services and counseling to older adults with significant behavioral health needs. During COVID-19, older adults were able to stay connected to community-based behavioral health supports via telephone and video visits.
- EOEa partnered with MassSupport to create a series of virtual coping groups for family caregivers.
- Organizations such as Jewish Family & Children's Service (JF&CS) provided services to support direct care, case management, and resident service coordinator staff to address mental health needs.

## DETAILED PROGRESS

## STRATEGY

**Establish and update state policies to be inclusive of older adults and caregivers**


REGISTRY OF MOTOR VEHICLES

**Senior Days in October for customers age 75+ whose licenses expire in October!**

Massachusetts law requires drivers who are age 75 or older to renew in person. The RMV will designate Wednesdays in October at 17 RMV Service Centers to serve these customers.

These service centers will be dedicated to processing license renewals for older customers whose licenses expire in October, 2020. A reservation is required.

Providing older adults with a designated RMV service center every Wednesday throughout the month of October will result in a safer space for customers to visit.

**The designated RMV service centers for customers 75+ are:**

- Brockton
- Danvers
- Fall River
- Greenfield
- Lawrence
- Leominster
- Martha's Vineyard
- Natick
- New Bedford
- North Adams
- Pittsfield
- Plymouth
- Revere
- South Yarmouth
- Springfield
- Walpole
- Worcester

A renewal letter has been sent to eligible customers who currently hold a driver's license or ID card expiring in October. Below are the options to renew by appointment:

- If you are a AAA member, you may make a reservation now to renew your driver's license/ID at a AAA location. Visit [www.aaa.com/reappointments](http://www.aaa.com/reappointments) to schedule your visit.
- If you are not a AAA member, visit Mass.gov/RMV to make a reservation to renew at an RMV Service Center. Select the "Seniors License Renewal" option on the "Make/Cancel a Reservation" transaction.
- Email the RMV for assistance to renew at [MassDOTRMVSeniors@dot.state.ma](mailto:MassDOTRMVSeniors@dot.state.ma).

Customers 75 and older will be able to visit the RMV service centers listed above by reservation only Wednesdays in October.

Call the RMV at 857-368-8005.

## STATUS &amp; ACCOMPLISHMENTS

- Many state agencies updated their policies in response to the COVID-19 pandemic. For example, the [Executive Office of Elder Affairs \(EOEA\)](#) established a new COVID-19 Alternate Setting Day Program Service for Home Care consumers who were unable to attend Adult Day Health (ADH) or Supportive Day Care (SDC) in-person. The goal of this service is to provide caregiver respite, supervision and assistance to the consumer and to reduce social isolation.
- Certain establishments designated "[senior hours](#)" that allowed older adults to minimize risk while visiting retailers such as grocery stores, pharmacies and the [Registry of Motor Vehicles \(RMV\)](#). The [Massachusetts Healthy Aging Collaborative \(MHAC\)](#), EOEA and [Mass Home Care](#) partnered with the RMV on having staff from Aging Service Access Points available for older adults renewing their license during local [RMV "Senior Days"](#) to obtain useful information on supports and services.
- The Baker-Polito Administration passed [economic development legislation](#), H.5250 An Act Enabling Partnerships for Growth, that included Housing Choice provisions to facilitate housing production and zoning reforms and fund affordable and climate-resilient housing in Massachusetts. The Administration also released a guidance document on [Housing Choice Best Practices](#) that includes strategies such as adoption of local property tax relief for seniors and zoning that allows for accessory dwelling units (ADUs).



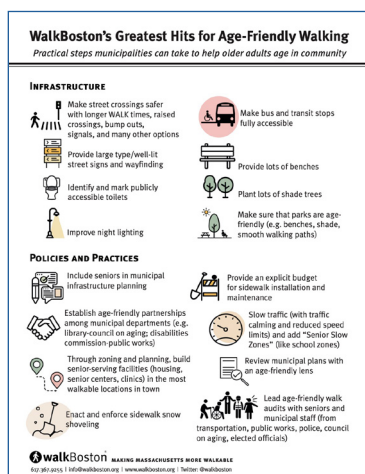


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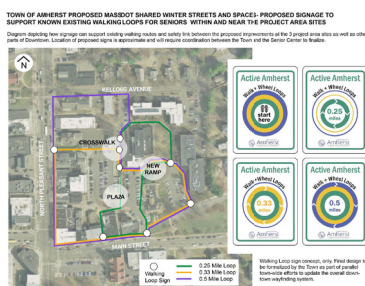
### **Establish age-friendly standards and designations in various sectors**

- As of November 2020, six Massachusetts hospitals were recognized as [Age-Friendly Health Systems](#) by the [Institute for Healthcare Improvement \(IHI\)](#), in addition to eight outpatient health systems.
  - MHAC released a fact sheet aligning the Eight Domains of Age-Friendly Communities with the 4Ms of [Age-Friendly Health Systems](#) to promote community awareness and encourage coordination to support older adults and those living with dementia.
  - The Gerontological Society of America (GSA) Age-Friendly Universities Workgroup launched several initiatives in 2020 to advance age inclusivity in higher education. The Workgroup developed and disseminated a toolkit to provide resources to advance age inclusivity in institutions of higher education, entitled "[Tools for Advancing Age Inclusivity in Higher Education](#)." UMass Boston and Lasell University are collaborating on a national study of Age-Friendly Universities, including several Massachusetts institutions, entitled Taking the Pulse of Age-Friendliness in Higher Education in the U.S. Today: Testing the Age-Friendly University (AFU) Inventory and Campus Climate Survey (ICCS).
  - [The Massachusetts Department of Transportation \(MassDOT\)](#) awarded bonus points for communities that included older adult planning activities in their [Shared Winter Streets and Spaces](#) funding application. Amherst, Shrewsbury, and Tewksbury were awarded grants to advance age- and dementia-friendly efforts.
  - The [Massachusetts Caregiver Coalition](#), a cross-sector cohort of employers in Massachusetts dedicated to family caregiving as a workforce issue, grew during 2020 with new members from multiple industries. [The Massachusetts Technology Collaborative](#) also launched the Massachusetts Caregiving Initiative focused on supporting caregivers through innovation.
  - Communities such as Boston and Salem continued to certify age-friendly businesses. After moving the [Age-Friendly Businesses](#) certification process online in 2020, the City of Boston continued to certify 24 new age-friendly businesses for a total of 45.
  - More employers statewide were certified as age-friendly with a total of 66 employers committed to the [AARP Employer Pledge Program](#) and 89 employers certified by the [Age Friendly Foundation's Certified Age Friendly Employer \(CAFE\) program](#).
  - Guidance document on [Housing Choice Best Practices](#) includes adoption of local property tax relief for older adults and zoning that allows for accessory dwelling units (ADUs). In addition, the [Housing Choice Designation Program](#) includes a total of 74 communities as of June 2020.
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## Change how we plan for and maintain the built environment to encourage people to age in community



- [WalkBoston](#) continued to promote age-friendly walking during the pandemic by conducting virtual walk audits in gateway cities and other Massachusetts communities, convening groups of participants to discuss local walking environments and help develop recommendations for improving walking conditions throughout the Commonwealth. WalkBoston also published two new guides on infrastructure improvements and policies to promote age-friendly walking in 2020: [8 Infrastructure Improvements to Help Older Adults Age in Community](#) and [8 Municipal Policies to Help Older Adults Age in Community](#).
- [The Alzheimer's Advisory Council](#) formed a Physical Infrastructure Workgroup including members from MassDOT, [Massachusetts Bay Transportation Authority \(MBTA\)](#), municipal and regional planners, and others. The workgroup formulated a set of recommended strategies to improve the built environment for people living with dementia.
- EOEA convened an informative and engaging discussion with the [Massachusetts Association of Regional Planning Agencies \(MARPA\)](#). The discussion was instrumental in raising awareness among Massachusetts municipal and regional planners around the characteristics, importance, and benefits of incorporating age- and dementia friendly design into physical infrastructure such as streets and outdoor spaces; parks and recreational areas; and commercial and residential buildings.
- The RMV partnered with the MBTA's [Travel Instruction Program](#) and local Councils on Aging to offer virtual presentations on older driver safety and riding public transit in Lexington, Quincy and Acton.
- Two Massachusetts organizations were awarded [AARP Community Challenge grants](#) in 2020 to improve the built environment for residents of all ages. The grant awarded to [Beverly Main Streets](#) funded the installation of raised garden beds with flowers and vegetables at the homes of older residents, while the grant awarded to the [City of Greenfield](#) funded the transformation of a parking lot into a park and community gathering space in the center of town, along with the addition of a new bench at an existing bus stop.
- New and existing funding streams were allocated to improving the built environment for older adults. For example, [MassDOT](#) launched the [Shared Winter Streets and Spaces Program](#) in winter 2020 to help communities implement improvements to public spaces in support of public health, safe mobility, and renewed commerce in winter months. Municipalities that included age- and dementia-friendly practices in their submissions were awarded bonus points, including [Tewksbury](#) and [Amherst](#) that invested in bus stop and walkability enhancements.



**Change how we plan for and maintain the built environment to encourage people to age in community (cont.)**

- EOE, MHAC, and WalkBoston created the [Age-Friendly Winter Spaces Guide](#) to help communities think of ideas to create age- and dementia-friendly winter spaces and activities.
- The City of Boston compiled an online [map and list of age-friendly walks](#), or outdoor walks that the City plows in the winter. These walks are also smooth, free of stairs and have parking nearby. [The Age Strong Commission](#) also launched an [age-friendly benches initiative](#) to improve public spaces and address the lack of benches in Boston. As of January 2021, there were 96 age-friendly benches in the city of Boston with 40 additional benches ready to be installed by the [Boston Public Works Department](#).
- [The Massachusetts Association for the Blind & Visually Impaired \(MABVI\)](#) partnered with [Innovate@BU](#) on a [Community Transit Design Challenge](#) for Boston university students and alumni to improve community transit to benefit older adults experiencing vision loss using human-centered design. The winning solution, [Better Bus Stops](#), proposes installing high-contrast, tactile talking buttons at bus and above-ground T stops that dictate line, stop name, and travel direction.
- Communities implemented innovative outdoor programming during the pandemic, such as socially distanced exercise classes and outdoor concerts. [The Marion Council on Aging](#), for example, partnered with Marion Parks and Recreation Department to build a large tent on the grounds of the center, which allowed the Council to launch a wide variety of outdoor programming during summer months such as chair yoga, Tai Chi, and meditation classes.
- [The Metropolitan Area Planning Council \(MAPC\) Zoning Atlas](#) is the first regional zoning map of Greater Boston since 1999 and the first to include information about multifamily housing, residential density, commercial density, and overlay districts.
- Transportation innovations by community and regional initiatives strengthened mobility for older adults. For example, the [Greater Attleboro Taunton Transit Authority \(GATRA\)](#) created two additional microtransit services which allow transit riders to request a vehicle to pick them up and drop them off where needed.



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



- In June 2020, the [\*Massachusetts Health Policy Commission \(HPC\)\*](#) announced an investment of more than \$2.5 million in four new innovative community partnerships through the [\*Moving Massachusetts Upstream \(MassUP\) Investment Program\*](#) that funds partnerships between health care providers and community organizations to address a social determinant of health. One of the four initiatives led by Mercy Medical Center in Springfield aims to modify public transit routes to facilitate food access for older adults.
- EOEa was a champion for a 2020 [\*Babson College\*](#) “sprint” with undergraduate and graduate [\*FutureLab on Mobility\*](#) students focused on digital opportunities for older adults. Through interviews with older adults and aging services providers, students defined problem statements and themes.
- The Baker-Polito Administration awarded \$8.6 million to 30 cities, towns and nonprofit organizations through the MassDOT annual [\*Community Transit Grant Program\*](#) that supports efforts to expand mobility for older adults and individuals with disabilities. The program funded the purchase of 113 vans and minibuses and funding to 21 entities for 28 operating and mobility management projects to meet the transportation and mobility needs of older adults and individuals with disabilities. Among the 21 FY21 awardees were the [\*Pioneer Valley Transit Authority\*](#), which received funding to maintain and expand its mobility management Travel Training Program, and the [\*Brockton Area Transit Authority \(BAT\)\*](#), which received funding to expand paratransit services to nearby communities beyond BAT’s ADA corridor.
- [\*The Healthy Living Center of Excellence \(HCLE\)\*](#) established a Remote Delivery Working Group to explore opportunities to deliver evidence-based programs remotely.



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

- [Waltham Connections for Healthy Aging](#) implemented the online [Waltham Senior Civic Academy](#) in 2020. A team of Connections volunteers and a paid Project Coordinator developed a curriculum and a plan to offer the Academy remotely starting early 2021. The team will recruit isolated, low-income, and immigrant older adults to participate and ensure that they have the skills, equipment, and internet to participate. Eligible participants will be provided with free Wi-Fi and Chromebooks through a partnership with [Tech Goes Home](#).
- [The Boston Senior Civic Academy](#) was recognized as one of eleven best practices for enhancing social engagement among older adults in a report by [engAGED](#), the National Resource Center for Engaging Older Adults administered by the [National Association of Area Agencies on Aging \(n4a\)](#).
- In July 2020, [MassMobility](#) co-hosted a peer learning webinar, [Including Older Adults & People with Disabilities in Transportation Planning](#). Panelists discussed initiatives focused on increasing the role that older adults and people with disabilities play in planning and implementing transportation services.
- Older adults were powerful advocates, participating in various civic engagement activities related to federal data collection and national elections, including the 2020 Census and the 2020 Presidential Election.

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



- [The AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community](#) launched the Reach Out Massachusetts (#ReachOutMA) campaign to mobilize individuals, communities and organizations to address social isolation. The Task Force also released a report, [It's the Little Things: A Community Resource for Strengthening Social Connections](#), that features local examples of new and innovative ways communities are stepping up to provide meaningful connection for older adults during the pandemic.
- The Elder Mental Health Outreach Teams (EMHOTs), Elder Mobile Outreach Teams (EMOTs), and other community service providers continued to provide wraparound services and counseling to older adults with significant behavioral health needs. During COVID-19, older adults were able to stay connected to community-based behavioral health supports via telephone calls and video visits.
- [The Massachusetts Aging and Mental Health Coalition](#) and [Elder Mental Health Collaborative](#) brought together key partners in aging, mental health, and housing services across various sectors, including academia, advocacy, government, and health care and social services providers. The Coalition and Collaborative shared challenges, promising practices, and resources to help older adults experiencing behavioral health conditions.

**Address social isolation and loneliness through cross-sector collaboration and increased awareness at the community, regional, and state levels (cont.)**

- [The State Police Association of Massachusetts](#) and the [Massachusetts State Police](#) began a partnership with the [Commission on Grandparents Raising Grandchildren](#) in May 2020 on the new “[Chat with a Trooper](#)” initiative connecting volunteer troopers with older adults. This initiative seeks to calm fears, provide companionship to isolated older adults and help state police become more integrated into the communities they serve. The Hampden County Sheriff’s department, area police departments and 23 county Councils on Aging launched a similar wellness program for older adults. “[Are You OK?](#)” establishes a daily lifeline to connect older adults living alone with others.
- Community programming focused on addressing social isolation and loneliness provided opportunities for intergenerational engagement. For example, the [Foster Grandparent Program \(FGP\) Storytime](#) project launched by [Coastline Elderly Services, Inc.](#) and [Dartmouth Community Media](#) filmed FGP volunteers reading picture books, and the resulting recordings were shown in nearby classrooms. Younger adults also embraced opportunities to volunteer and meet the needs of older adults. Students provided technology training, helped deliver groceries and other essentials, and shoveled pathways for older adults in their communities. [Southwick Council on Aging](#) launched the [Seniors Helping Seniors](#) program in December 2020, matching older residents with Southwick High School seniors to shovel walkways and get snow off cars and mailboxes.
- In June 2020, the Executive Office of Health and Human Services (EOHHS) increased access to communication devices for all residents of long-term care facilities.



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**Address social isolation and loneliness through cross-sector collaboration and increased awareness at the community, regional, and state levels (cont.)**

- Aging Services Access Points and local Councils on Aging instituted letter writing campaigns during the COVID-19 pandemic, encouraging community members to write letters to isolated older adults. [Elder Services of Worcester Area, Inc. \(ESWA\)](#), for example, instituted a '[Love for the Elderly](#)' letter writing campaign in the spring and a '[Holiday Cheer](#)' campaign in December 2020 to collect notes from families and children, students, church groups and others with messages letting the person know they are loved and cared about. These campaigns received nearly 3,000 cards and messages that were delivered to older adults who receive Meals on Wheels in the Worcester area.
  - To combat social isolation and loneliness, Councils on Aging and other community organizations facilitated increased access to virtual and local cable programming for older adults. Several Councils partnered with local cable stations to broadcast programming for older adult residents more often. In [Milford](#), for example, residents could tune into local cable for a cooking demonstration, interior decorating tutorial or fitness class. Other centers instituted at-home arts and crafts classes with video instructions shown on local cable and supply kits handed out curbside or delivered. [Marlborough](#) residents, for example, combined curbside planting kit pickups at the Council on Aging with local cable tutorials on how to plant and care for fresh herbs.
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# GOAL 5

# Economic Security

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

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## GOAL AT A GLANCE

**Food security became everyone's priority with partners and communities working together to safely provide meals and groceries to older adults:**

- 450,000 pounds of food were delivered to 37,000 older adult households through a partnership between the Executive Office of Elder Affairs (EOEA), the aging services network, local housing departments, Veterans Services, homeless shelters and a local food supplier, Original Crispy Pizza.
- Food banks and municipal aid organizations throughout the Commonwealth collaborated with age- and dementia-friendly partners to deliver groceries and self-stable products to older adults. Some communities built their own food pantry as part of their age- and dementia-friendly effort.
- Communities quickly pivoted congregate meal sites to safely provide grab-and-go meals along with information, activity kits, and kind messages from neighbors.

**Efforts were made to protect and support older adults facing housing insecurity while also investing in new models for middle income older adults and an increase in affordable housing production:**

- The Baker-Polito Administration implemented the Eviction Diversion Initiative to assist renters at risk of eviction due to COVID-19 through greater Residential Assistance for Families in Transition

(RAFT) and Emergency Rental and Mortgage Assistance (ERMA) funding and expanded programming and mediation services.

- 2Life Communities broke ground starting in Newton for its new housing model "Opus" for middle-income older adults who do not qualify for subsidized housing. Opus Newton will offer approximately 175 one- and two-bedroom residences.
- The Baker-Polito Administration continued to fund the production of new affordable housing for older adults, allocating \$53 million of state and federal tax credits in October 2020 to build and preserve affordable senior housing throughout the Commonwealth.

**Access to healthcare and behavioral health support increased with the rapid spread of telemedicine, expansion of the Medicare Savings Program, and additional focus on site-based services in housing:**

- In March 2020, Governor Baker announced that all payers must cover medically necessary telehealth services amid the COVID-19 pandemic. In January 2021, the Governor signed a new health care bill into law that made telehealth services permanent and mandated that insurers cover virtual behavioral health services.
- The Baker-Polito Administration expanded the income and asset limits for the Medicare Savings



Program (MSP) in late 2019, which reduces out of pocket health care expenses older adults incur for prescriptions and copays. In 2020, the first year of expanded eligibility, approximately 10,000 older adults enrolled in the program for the first time and another 10,000 received enhanced benefits. In total, enrollees accessed an estimated \$70 million in new benefits.

- Senior housing providers and healthcare programs collaborated to offer more onsite services to older adults, including 2Life Communities development of 150 affordable apartments in Lynn with an onsite PACE center and Hebrew SeniorLife's expansion of the Right Care, Right Place, Right Time program to 1,700 older residents during COVID-19. The importance of resident service coordinators was elevated with the new report, For Older Adults in Publicly Funded Housing During the Pandemic, Service Coordinators Help Build Resilience, released by The Joint Center for Housing Studies at Harvard University.

#### **Trainings and supports were provided to older job seekers with an emphasis on remote work readiness and job searching using the internet:**

- Various organizations and programs, including Encore Boston Network, AARP Massachusetts, and MassHire, hosted a series of virtual workshops to help older job seekers build skills and navigate the job search process during the pandemic.
- The Massachusetts Councils on Aging (MCOA) 50+ Job Seekers Program pivoted to a virtual platform, offering multiple workshops a month, career coaching, and practice sessions to over 1,000 residents.
- The United States Department of Labor awarded Massachusetts a Senior Community Service Employment Program (SCSEP) Demonstration grant in 2020. The grant will focus on training older workers for remote work.



#### **Direct care professionals were recognized as a critical workforce with increased training and job placement opportunities available:**

- A Long-Term Care Facility Staffing Portal was developed to allocate and match an extremely limited supply of health and human services professionals to settings with the greatest need.
- The Personal and Home Care Aide State Training (PHCAST) program for direct care professionals was transformed for online learning. This first-in-the-nation online training will standardize training and reduce barriers to entry associated with inflexible schedules, in-person attendance, and enrollment fees.
- The home care community came together to highlight the critical role of home care aides who went above and beyond during the pandemic. The Home Care Aide Council recognized over 100 aides deemed #HomeCareHeroes during the June 2020 Home Care Aide Recognition Day by sharing their stories.

## 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**

## STATUS &amp; ACCOMPLISHMENTS

- Massachusetts received a [\*Senior Community Service Employment Program Demonstration grant\*](#) from the federal Department of Labor to develop training and support for older adults to pursue remote work and employment. The grant will also identify industries and employers where the need for remote workers is increasing.
- [\*Encore Boston Network\*](#), [\*AARP Massachusetts\*](#), [\*MassHire\*](#), [\*Operation ABLE\*](#), the [\*Age Strong Commission\*](#) and the [\*Executive Office of Elder Affairs \(EOEA\)\*](#) hosted a [\*series of virtual workshops\*](#) to help older job seekers during the pandemic.
- Tewksbury Public Library launched the [\*Greater Lowell 50+ Job Seekers Networking Group\*](#) to provide free support and guidance to those 50-and-over who are in the employment market because of losing their jobs, a desire to change careers, or other reasons. The new group is part of the [\*50+ Job Seekers Networking Groups\*](#) that began in 2015 and have grown to 17 sites across Massachusetts.
- [\*The Massachusetts Councils on Aging \(MCOA\) 50+ Job Seekers Program\*](#) pivoted to a virtual platform, offering multiple workshops a month, career coaching, and practice sessions to over 1,000 residents.
- [\*The Founders Over 55 Club\*](#), which includes the Encore Boston Network, [\*AGENCY\*](#) and the [\*Carroll School of Management\*](#), continued to meet to support older entrepreneurs, and expanded to new geographies as a result of virtual programming and global outreach.
- Frontline staff at MassHire provided training to help older job seekers and those with multiple barriers to employment overcome barriers and succeed in their process of job development.

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

- To support the COVID-19 Command Center, a [Long-Term Care Facility Staffing Portal](#) was developed to help allocate and match an extremely limited supply of health and human services professionals to unusually high demand at the beginning of the COVID-19 pandemic.
- In 2020, the [Personal and Home Care Aide State Training \(PHCAST\)](#) program for direct care workers was modified for online learning. This first-in-the-nation online training will standardize training for the first 40 hours of the 85-hour curriculum, and reduce barriers to entry associated with inflexible schedules, in-person attendance, and enrollment fees. The online course will allow more people to become certified homemakers, a profession that is vital in helping older residents remain independent and live in the community of their choice. As of January 2021, over 300 learners have enrolled in the training.
- The aging services network came together to celebrate [Home Care Aide Recognition Day](#) in support of the 60,000 home care aides working in homes across Massachusetts to meet the needs of older adults and individuals with disabilities. To highlight the work of these critical caregivers, the home care community recognized over 100 home health and home care aides by sharing their stories [online](#) and through [social media](#) using the hashtags #HomeCareHeroes, #HomeCareIsEssential, #HealthyatHome, #EssentialWorkers, #AgingInPlace.
- The Baker-Polito Administration issued a special proclamation for [Direct Support Professionals Recognition Week](#) in September 2020 to honor direct care workers, personal assistants, personal attendants, in-home support workers and paraprofessionals in Massachusetts.
- Organizations like [Jewish Family & Children's Service \(JF&CS\)](#) provided services to support direct care professionals, case managers, and resident service coordinator staff to address mental health. MCOA partnered with JF&CS to offer free interactive trainings for Councils on Aging staff on topics such as [Trauma Exposure and Response](#) and [Cognitive Behavioral Health](#).



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**Increase awareness of existing programs that assist people to stay in their homes**

- Some towns throughout Massachusetts adopted emergency assistance measures in response to the pandemic. For example, Salem expanded the senior tax break program by creating the [Senior Tax Exemption Program \(STEP\)](#), a new and further-reaching property tax exemption program for qualifying older adult residents.
  - [The Massachusetts Department of Revenue](#) released an updated [Tax Tips for Seniors and Retirees](#) fact sheet with the latest information on deductions, exemptions and tax credits for older adults.
  - A [Senior Circuit Breaker Tax Credit video](#) was created to explain the refundable tax credit, income limits and eligibility, and examples for renters and homeowners over the age of 65.
  - Some cities and towns in Massachusetts adopted Senior Citizen Property Tax Work-Off programs in which older adult homeowners could volunteer their services for a municipal agency in exchange for a reduction in property tax bills of up to \$1,500. Other communities such as Westford instituted [property-tax exemptions](#) for older adult residents on fixed incomes.
  - The City of Boston instituted a [Senior Home Repair Program](#) in which older homeowners in the city of Boston may qualify for loans for home repairs. Older adults in Boston meeting eligibility requirements could also qualify for a [property tax deferral](#) to help stay in their home or replace failing heating systems through the [Seniors Save](#) program.
  - [The New Bedford Age Friendly Initiative](#) collaborated with [Coastline Elderly Services, Inc.](#), the [New Bedford Housing Authority](#), and other community partners to release a [Housing Resources Guide](#) to help provide guidance for renters and homeowners in Greater New Bedford and promote aging in place. The document provides information on rental properties, home ownership and a range of other resources and considerations including legal assistance, utility bills, facing discrimination, hoarding and decluttering services and the prevention of homelessness.
  - The Baker-Polito Administration implemented the [Eviction Diversion Initiative](#) to assist renters at risk of eviction due to COVID-19 through greater [Residential Assistance for Families in Transition \(RAFT\)](#) and [Emergency Rental and Mortgage Assistance \(ERMA\)](#) funding and expanded programming and mediation services.
  - The Executive Office of Health and Human Services (EOHHS) provided an [informational document](#) for families who may be considering moving a loved one home from a long-term care facility.
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**Promote awareness of eligibility for discounts and other benefits**

- Cross-sector partnerships helped support food access for individuals across the lifespan. For example, the partnership between EOEA, Aging Services Access Points, local Councils on Aging, local housing departments and shelters allowed older adults who may have had difficulty accessing food through a food bank or grocery store to receive these vital supports. In total, 450,000 pounds of food were delivered to 37,000 older households in packaged boxes in 2020.
  - The [\*Go Fresh Mobile Farmers Market Project\*](#) transitioned to an [\*Emergency Food Distribution program\*](#) during the pandemic, pivoting to provide free fresh-produce boxes to older adults at 19 housing and senior-center locations in Springfield. The project delivered produce boxes twice a month to 600 older adults per month, in total distributing 5,472 boxes of fresh produce between April and October 2020. In addition, older adults received social isolation care packages that included toiletries, masks and gloves, arts and crafts, cognitive puzzles and games.
  - Food banks and municipal aid organizations throughout the Commonwealth collaborated with age- and dementia-friendly partners to deliver groceries and shelf-stable products to older adults and bring other services and supplies into closer proximity. Communities such as [\*Waltham\*](#) built their own food pantry as part of their age- and dementia-friendly effort. In Chesterfield, older volunteers worked with a team of community members to start a “[\*Community Cupboard\*](#)”, offering free food, books, DVDs, and puzzles to people of all ages. The creation of a community grocery store saved residents the 25-minute drive to the next closest store.
  - Massachusetts became the first state in the country to receive [\*Pandemic Electronic Benefits Transfer \(P-EBT\) benefits\*](#) through the end of the school year. These benefits improve food insecurity for older adults raising children in elementary and high school. Starting in May 2020, Supplemental Nutrition Assistance Program (SNAP) EBT and P-EBT could also be used to purchase food online from ALDI, Amazon and Walmart.
  - Communities created cash assistance programs to support local residents’ financial stability. For example, the [\*One Chelsea Fund\*](#) raised over one million dollars to be distributed as \$250 checks to 4,600 Chelsea residents.
  - Many transportation services were offered at subsidized rates. For example, an on-demand rideshare service called the [\*Salem Skipper\*](#) launched in Salem in December 2020. The Skipper allows residents and visitors to book a trip anywhere within Salem for \$2.00 per ride or less. Users can download an app to their smartphone or call a customer service line to book trips.
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**Continue to increase affordable housing options for older adults, including service enriched housing, assisted living, in-home services, villages, etc.**

- The Baker-Polito Administration continued to fund the production of [new affordable housing for older adults](#), allocating \$53 million of state and federal tax credits in October 2020 to build and preserve affordable senior housing throughout the Commonwealth.
- Senior housing providers and healthcare programs collaborated to offer more onsite services to older adults, including [2Life Communities](#) development of [150 affordable apartments](#) in Lynn with an onsite PACE center and [Hebrew SeniorLife's expansion of the Right Care, Right Place, Right Time program](#) to 1,700 older residents during COVID-19.
- The importance of resident service coordinators was elevated with the new report, [For Older Adults in Publicly Funded Housing During the Pandemic, Service Coordinators Help Build Resilience](#), released by [The Joint Center for Housing Studies at Harvard University](#).
- The Villages movement continued to grow in 2020 with 32 Villages registered in Massachusetts with the national [Village to Village Network](#) and 12 in development. Villages are models of neighbors-helping-neighbors that provide a variety of in-home service and community programming for older adults and partner with community organizations to reduce hospital readmissions.
- [Villages of the Berkshires, Inc.](#) launched in August 2020 as the first Village in the country to partner with an Osher Lifelong Learning Institute (OLLI). OLLI members and Berkshire Community College students served as volunteers, providing socially distanced services such as technology support and wellness calls until face-to-face services can safely expand. Villages of the Berkshires was awarded a [Community Care Corps grant](#) for innovative local models that use volunteers to provide non-medical assistance to older adults, individuals with disabilities and family caregivers.

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**Increase education and awareness of identity theft and related financial scams**

- [The Massachusetts Senior Medicare Patrol \(SMP\) Program](#) issued guidance and alerts for the general public around scams related to [COVID-19 testing](#), [stimulus check payments](#), [2020 U.S. census](#) and [COVID-19 vaccination offers](#). The SMP Program also hosted a series of virtual Medicare Anti-Fraud Workshops at Councils on Aging across the Commonwealth throughout the year.
  - The [Massachusetts Attorney General's Community Engagement Division](#) created resources on fraud and scam protection, including a [flyer](#) on common scams to avoid and how to avoid identify theft. The Community Engagement Division also hosted a series of online educational trainings for consumers with topics including COVID-19 Identity Theft, Scams, and Warnings and Unauthorized Practice of Immigration Law.
  - [The Better Business Bureau](#) and [Massachusetts Office of Consumer Affairs and Business Regulation](#) hosted [online educational events](#) for local Councils on Aging, including Yarmouth, Norwell, Acton, Plymouth, and Milton, on scams and fraud targeting older adults. Event topics included fraud prevention, fraud during a pandemic, online safety, identify theft, and skimming devices.
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## Help caregivers plan for themselves and the future of their care recipients

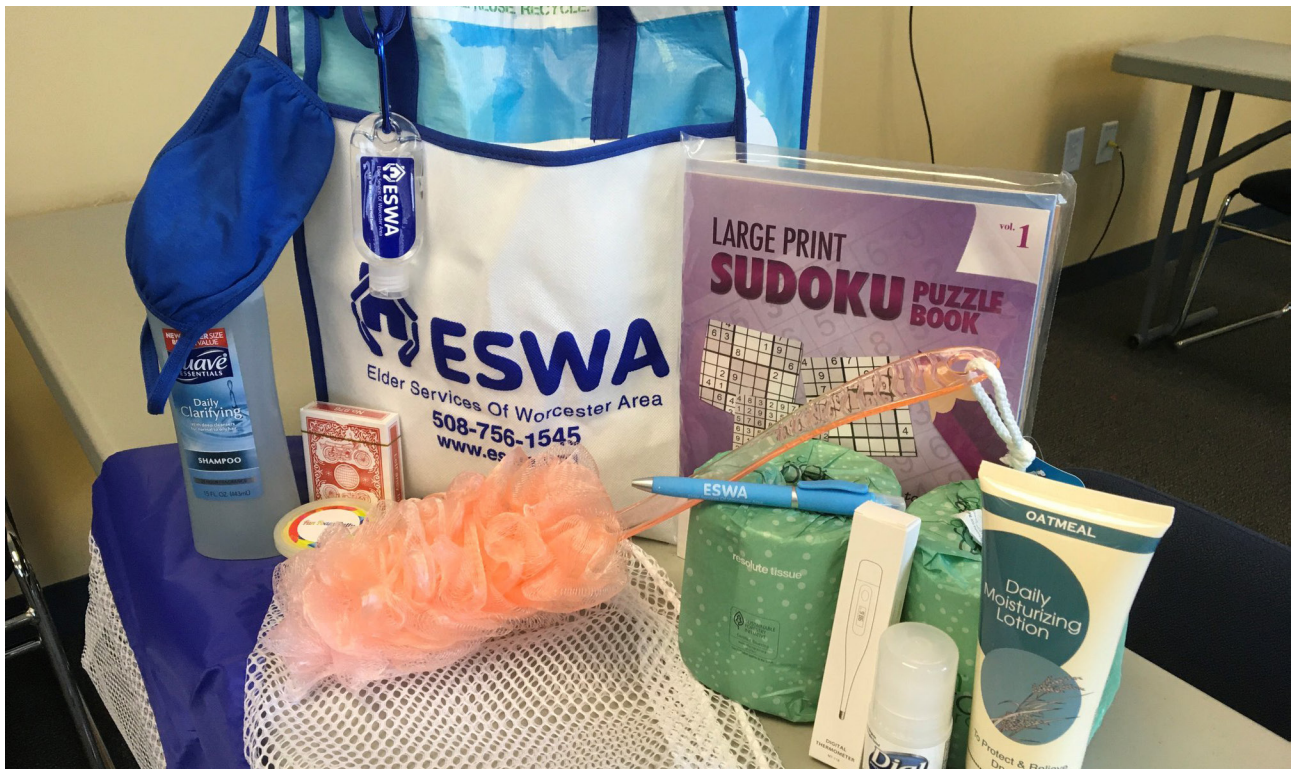
- [\*The Commission on the Status of Grandparents Raising Grandchildren\*](#) released the "[\*Grandparents, You Are Not Alone\*](#)" informational series of seven one-pagers to answer questions and direct grandparent or relative caregivers to the right place for information and support. The one pagers are available in English, Spanish and Portuguese and cover topics such as [\*financial resources\*](#), [\*choices on custody\*](#), and [\*talking to grandchildren about their parent's use of alcohol or drugs\*](#).
  - [\*The Conversation Project\*](#) and [\*Ariadne Labs\*](#) developed resources to encourage individuals and families to discuss goals and priorities of care, including the interactive conversation guides [\*What Matters to Me: A Guide to Serious Illness Conversations\*](#) and [\*Being Prepared in the Time of COVID-19: Three Things You Can Do Now\*](#).
  - [\*The Massachusetts Coalition for Serious Illness Care\*](#), in partnership with [\*Ariadne Labs\*](#) and [\*Honoring Choices Massachusetts\*](#), created the [\*Massachusetts eMOLST Web Portal\*](#) with national advance care planning technology leader Vynca to support providers in engaging in advance care planning with patients virtually. On the portal, clinicians and patients or surrogates can remotely complete and digitally sign MOLST forms, an important step in ensuring everyone in Massachusetts receives health care that reflects their care choices.
  - Through the 2020 [\*MassChallenge HealthTech\*](#) program, EOEA hosted a roundtable discussion with [\*ianacare\*](#), a startup caregiver application program, and family caregiver specialists with the [\*Massachusetts Family Caregiver Support Program\*](#).
  - In 2020, the Executive Office of Health and Human Services (EOHHS) and EOEA launched the MOLST to ePOLST initiative to strengthen goals of care conversations, create a single source of truth e-registry, and update the MOLST to be consistent with national standards. The first steps of the project included stakeholder engagement in partnership with the Massachusetts Coalition for Serious Illness Care.
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**Improve access and affordability  
of health care coverage for  
older residents**

- Governor Baker signed a [new health care bill into law](#) in January 2021 that made services like telehealth permanent and mandated that insurers cover virtual behavioral health services.
  - The Baker-Polito Administration expanded the income and asset limits for the [Medicare Savings Program \(MSP\)](#) in late 2019, which reduces out of pocket health care expenses older adults incur for prescriptions and copays. In 2020, the first year of expanded eligibility, approximately 10,000 older adults enrolled in the program for the first time and another 10,000 received enhanced benefits. In total, enrollees accessed an estimated \$70 million in new benefits.
  - The [Senior Guide to Health Care Coverage](#) was released in January 2021 for older adults and individuals of any age needing long-term-care services.
  - [Baystate Health](#) invited a representative from [Greater Springfield Senior Services, Inc.](#) to join the [Baystate Health Geriatric TeleECHO Clinic](#) as a Community Resource Expert. This collaboration aimed to increase patient access to supportive services and educate medical professionals on community resources available to patients in Western Massachusetts.
  - [The Massachusetts Commission on Falls Prevention](#) released its [Phase 3 Report](#) for preventing unintentional falls among older adults in November 2020. The focus of the report included the role of health care practitioners and the integration of health care systems with community-based fall prevention activities.
  - Health care providers expanded telehealth services for medical and behavioral health. [Brockton Neighborhood Health Center](#), for example, found that by expanding access to telehealth services, access to care became more convenient for patients and the no-show rate dropped to nearly one third the rate for in-person services.
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# GOAL 6

# Sustainability

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

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## GOAL AT A GLANCE

**This past year has demonstrated the importance of sustaining this work. Local pandemic response was strengthened by the age- and dementia-friendly movement and the resulting cross-sector collaborations. Moving forward, we must consider what we have learned this past year and the impacts of the movement:**

- Flexibilities, adaptations, and innovations in funding, policy, and service delivery should be evaluated and integrated into how communities, organizations, and institutions operate in the future.
- New forms of engagement, especially the use of technology and virtual platforms, will be part of our “new normal” as we return to physical spaces and communities.

**The dual public health crises of the COVID-19 pandemic and a growing recognition of long-standing systemic racism will inform age- and dementia-friendly work for years to come. In thinking about sustainability, we must be inclusive and learn from all communities, hear diverse voices, remove existing barriers to inclusion, and meet our neighbors where they are.**

- Last summer sparked a national conversation about racism. Values of equity, access, and justice must be embedded in all facets of this work and should underpin how we form policy, develop programs, and deliver services in the community.

- Engaging with communities of color is essential, and all of us in this movement must prioritize community voices, especially the voices of Black, Brown, and Indigenous communities.
- Heightened awareness is insufficient. We must collectively act to identify and address systemic injustices in our communities, institutions, and policies.

**Backbone organizations and funders were critical to statewide, regional, and local age- and dementia-friendly initiatives. These organizations sustained, extended, and deepened the work by offering technical assistance and mutual learning opportunities for communities.**

- The Massachusetts Healthy Aging Collaborative (MHAC) continued to serve as the backbone infrastructure of the age- and dementia-friendly movement, convening its network of leaders in community, health and wellness, government, advocacy, research, business, education, and philanthropy to rethink healthy aging during the COVID-19 pandemic.
- Trade organizations, including Mass Home Care, Massachusetts Councils on Aging (MCOA), Home Care Aide Council, and LeadingAge Massachusetts, created regular forums for their members to share information, discuss challenges, and highlight



Photo taken in January-February 2020



promising practices. These forums were crucial to coordinating and accelerating pandemic response.

- Funders, including state and municipal government, healthcare systems, and private philanthropy provided resources to help local communities address the needs of older adults including the provision of essential services.

**New partnerships and relationships should be maintained to strengthen the age- and dementia-friendly connection to communities, policies, and institutions:**

- Coalitions were deepened or newly formed to support older adults during the pandemic, including those highlighted in the report, *[How Innovative Community Responses to COVID-19 Support Healthy Aging](#)*. These should be maintained throughout and post-pandemic.
- “Unusual suspects” are now regular partners in the age- and dementia-friendly movement and should be engaged in this work going forward.
- Age- and dementia-friendly leaders should build and/or strengthen relationships with communities of color to establish trust and reach communities disproportionately and negatively impacted because of systemic barriers and structural racism.

**The Age-Friendly Massachusetts Action Plan proved to be flexible and relevant with rapid cycles of listening, adapting and engaging with older adults, communities, and organizations:**

- The underpinnings of the Age-Friendly Massachusetts Action Plan proved to be relevant, durable, and essential during this past year. The plan adapted, and the goals accommodated real and uncertain times. It was repeatedly used to unify stakeholders and communities, welcome new partners, and most importantly address the emerging and unique needs in communities.
- Communities, organizations, and partners in the movement were able to test and learn with unprecedented speed and agility by engaging with older adults and responding to needs. The COVID-19 pandemic proved that we can listen, learn, and adapt to make our plan relevant and impactful in real-time.

## DETAILED PROGRESS

## STRATEGY

## STATUS &amp; ACCOMPLISHMENTS

**Gather stakeholders and funding streams to support Age-Friendly Massachusetts planning and implementation**

- The Age-Friendly State Designation steering group — including members from [AARP Massachusetts](#), [Dementia Friendly Massachusetts \(DFM\)](#), the [Executive Office of Elder Affairs \(EOEA\)](#), [Healthy Living Center of Excellence \(HLCE\)](#), [Massachusetts Councils on Aging \(MCOA\)](#), [Massachusetts Healthy Aging Collaborative \(MHAC\)](#), and [Tufts Health Plan Foundation](#) — met virtually to discuss progress and strategies for maintaining momentum.
- MHAC used its website and weekly newsletter to track opportunities for collaboration and funding from various sectors that can support age- and dementia-friendly activity. MHAC also created a designated COVID-19 resource page this year to help rapidly disseminate information.
- AARP Massachusetts convened quarterly stakeholder meetings as a mechanism to share information and promote transparency among many different aging services providers, community-based organizations, and advocacy groups.

**Create an implementation plan and governance model to drive this work forward**

- EOEA, MHAC and DFM continued to update a master tracker 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.
- AARP Massachusetts, DFM, EOEA, HLCE, MCOA, MHAC, and Tufts Health Plan Foundation partnered for presentations, conferences, and convenings across the Commonwealth and conveyed a unified vision and plan for an age- and dementia-friendly Massachusetts.
- Massachusetts regularly met with other states to learn from their age- and dementia-friendly efforts as well as approaches to meet the needs of older adults during the COVID-19 pandemic. With funding from Tufts Health Plan Foundation, [Trust for America's Health](#) convened regular forums with states in the Age-Friendly New England network.



**Continuously engage with older adults and caregivers throughout the Commonwealth to understand our effectiveness in meeting their needs**



Photo taken in January–February 2020

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

- Various advocacy organizations, coalitions, and trade groups, including the [Alzheimer's Association Massachusetts/New Hampshire Chapter](#), [Home Care Aide Council](#), [LeadingAge Massachusetts](#), [Massachusetts Aging and Mental Health Coalition](#), MCOA, [Mass Home Care](#), and [Mass Senior Action Council](#), informed age- and dementia-friendly work at the state, regional, and local level.
- EOEA conducted virtual visits to Councils on Aging in 2020 to better understand the needs of local communities and the impact of the pandemic on older adults and caregivers across the Commonwealth.
- EOEA continued to solicit input from stakeholder organizations and residents through an [online form](#) on the Mass.gov [age- and dementia-friendly webpage](#). Input received through the form was regularly monitored by EOEA staff and brought to the attention of the Age-Friendly State Designation steering group.
- Various efforts emphasized the inclusion of the voices of older adults in age- and dementia-friendly activities. For example, Tufts Health Plan Foundation funded initiatives that included the voices of diverse older adults in community planning efforts (e.g., [The Trust for Public Land](#) 3-year grant). [Massachusetts Department of Public Health \(DPH\)](#) Healthy Aging Fund grants stipulated a mechanism to hear from older adults in the communities being served.
- [MIT AgeLab](#) launched OMEGA Chat Hours as part of the [OMEGA initiative](#) to support student-led projects that create connections between high school students and older adults. These monthly calls connected high school students from across the country with interests in working with or running programs for older adults.
- EOEA served as a champion in the 2020 [MassChallenge HealthTech \(MCHT\)](#) program and worked with a startup, [ianacare](#), that was awarded the Fast Track to Scale Accelerator Diamond Award by Anthem at the end of the program. MCHT launched the [Health Equity Initiative](#) in 2020 to identify and reduce inequities in health and care delivery, improve access to care and address social determinants of health to improve health equity. MCHT and Accenture also collaborated on the first [Women in Digital Health Summit](#) in October 2020. EOEA is a champion for the 2021 MCHT program alongside the Department of Developmental Services (DDS) and Massachusetts Commission for the Blind (MCB).
- [AGENCY](#), a combination of co-working space and event programming, hosted a Startup Pitchfest for Vitality with AARP Innovation Labs. EOEA was a guest judge along with Cigna New England and Launchpad Venture Group. The winner was [Wheel Pad](#), which provides Personal Accessible Dwellings (PADs) that are both functional, accessible, and modern.

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

- Massachusetts has promoted its age- and dementia-friendly action plan and progress on the national stage by speaking at conferences such as the [ADvancing States HCBS Conference](#), [The SCAN Foundation 2020 Forum](#), [Advancing Age-Friendly Communities New Jersey Conference](#), and [New York State Health & Age Across All Policies \(HAAAP\) Learning Collaborative](#). Massachusetts' work to support individuals living with dementia was also recognized in a global publication by the World Dementia Council, [Impacts of Dementia Friendly Initiatives](#).
- Progress against the Age-Friendly Massachusetts Action Plan was shared at virtual stakeholder meetings, including at MHAC meetings, AARP Massachusetts meetings, and with the Governor's Council to Address Aging.



*"A dementia-friendly community is important because it creates awareness by training local businesses and holding public meetings. Now residents are more comfortable approaching the senior center, town hall, and local authorities regarding dementia."*

KEITH LANZILOTTI  
DEMENTIA FRIENDLY LUNENBURG

# Appendix A:

## Partner Organizations

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This work would not be possible without the leadership, advocacy, resources, and contributions from partners across various sectors and domains. Please note that this list is always growing as the age- and dementia-friendly movement grows.

### **AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness & Build Community**

The mission of the AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness & Build Community is to ensure that every older adult in Massachusetts feels connected to the community and enjoys strong social well-being. The task force mobilizes aging service organizations, healthcare providers, schools, nonprofits, and other partners to implement best practices for healthy living and age inclusion.

### **AARP Massachusetts**

AARP Massachusetts supports community service programs that have a positive impact on individuals and in communities around the Commonwealth. The organization advocates for older Massachusetts residents and their families on issues such as health care, prescription drug affordability, long-term care, and economic security.

### **Academic Public Health Volunteer Corps**

The Academic Public Health Volunteer Corps has mobilized hundreds of students and alumni to support the needs of cities and towns across the Commonwealth of Massachusetts. Much of this effort has been coordinated by student leaders, working together across the many schools and programs of public health.

### **Age Friendly Foundation**

The Age Friendly Foundation works to fuel innovation that supports healthy, active and productive aging for all through advocacy, education, and promoting collaboration among thought leaders in aging services.

### **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.

### **Alzheimer's Advisory Council**

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

### **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.

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

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

### **Ariadne Labs**

Ariadne Labs is a joint center for health systems innovation at Brigham and Women's Hospital and Harvard T.H. Chan School of Public Health. The Lab develops simple, scalable solutions that dramatically improve the delivery of health care at critical moments to save lives and reduce suffering.

### **Babson College FutureLab on Mobility**

Started in spring 2019, the FutureLab on Mobility is a collaboration between Babson College and the Toyota Mobility Foundation. Students in this program work with faculty to identify real-world mobility issues facing a local community and create a sustainable plan that would address that challenge. The partnership is aimed at accelerating the development of creative mobility solutions that could be deployed in communities in the United States and beyond.

### **Barr Foundation**

With assets of \$1.8 billion, The Barr Foundation is among the largest private foundations in New England and has contributed more than \$911 million to charitable causes since 1999. Based in Boston, Barr partners with nonprofits, foundations, the public sector, and civic and business leaders to elevate the arts and creative expression, to advance solutions for climate change, and to connect all students to success in high school and beyond.

### **Bench Consulting**

Bench Consulting is dedicated to helping communities take a second look at neglected, underused spaces and work with everyday users to unlock the power of these

places. The firm identifies and activates latent opportunities to revitalize main streets, downtowns and commercial centers through meaningful community and stakeholder engagement paired with strong local and global inspirations.

### **Carroll School of Management**

The Carroll School of Management at Boston College educates undergraduates preparing for careers in management, graduate students aspiring to greater responsibilities in a complex global economy, and practitioners and executives seeking renewed vision and new skills for that economy.

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

Formerly known as the Commission on Affairs of the Elderly, the City of Boston 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.

### **Commission on the Status of Grandparents Raising Grandchildren**

On July 8, 2008, the Child Advocate bill was signed into law which included the establishment of the Commission on the Status of Grandparents Raising Grandchildren. The purpose of this Commission is to be a resource to the Commonwealth on issues affecting grandparents raising grandchildren, and relatives, other than parents, raising kin.

### **Community Economic Development Assistance Corporation (CEDAC)**

CEDAC is a public-private community development finance institution that provides financial resources and technical expertise for community-based and other nonprofit organizations engaged in effective community development in Massachusetts.



### **The Conversation Project**

The Conversation Project® is a public engagement initiative with a goal that is both simple and transformative: to help everyone talk about their wishes for care through the end of life, so those wishes can be understood and respected.

### **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.

### **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 Housing and Community Development (DHCD)**

The Department of Housing and Community Development provides affordable housing options, financial assistance, and other support to Massachusetts communities. The DHCD oversees different types of assistance and funding for consumers, businesses, and non-profit partners.

### **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.

### **Elder Mental Health Collaborative**

The Elder Mental Health Collaborative is a public-private partnership and subcommittee of the State Mental Health Planning Council. The Collaborative is focused on

identifying the behavioral health needs of older adults, identifying service gaps, and exploring best practices to improve service delivery, fill gaps and replicate and fund similar programs in Massachusetts.

### **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 statewide 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.

### **Encore Boston Network**

Encore Boston Network encompasses more than 50 non-profits, employers, program operators, matchmakers, government agencies, advocates, academics, journalists & others who work together to strengthen communities in Eastern Massachusetts by engaging the talents of adults 50+.

### **The Fenway Institute**

The Fenway Institute is an interdisciplinary center for research, education, training and policy development with a pioneering history of community and academic collaborations. Its mission is to optimize health and well-being for sexual and gender minorities (SGM) and those affected by HIV.

### **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.

## FSG

FSG is a mission-driven consulting firm comprised of experienced advisors to corporate, foundation, and nonprofit/NGO leaders. Through a combination of customized consulting services, powerful insights, and ground-breaking initiatives, FSG helps clients around the world create social impact.

## 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.

## Harvard Medical School

Harvard Medical School has piloted educational models, developed new curricula to address emerging needs in health care, and produced thousands of leaders and compassionate caregivers who are shaping the fields of science and medicine throughout the world with their expertise and passion.

## Health Resources in Action (HRiA)

Health Resources in Action is a leader in developing programs that advance public health and medical research. The firm works with governments, communities, scientists, and nonprofit organizations that share an imperative for resolving today's most critical public health issues through policy, research, prevention, and health promotion.

## 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.

## Home Care Aide Council

The Home Care Aide Council implements best practice initiatives and evidence-based training curricula for home care agency and community-based organization members. The Council is committed to enhancing quality of care throughout the home care industry by focusing on the advancement of the home care aide workforce.

## Hebrew SeniorLife

Hebrew SeniorLife is an integrated, eight-site system of health care, housing, research and teaching that serves thousands of seniors in the Greater Boston area and beyond. This unique and comprehensive system is aimed at expanding choices for adults as they age and improving their quality of life.

## ianacare

ianacare is a free mobile app that serves as a point of coordination for a patient's family and friend caregivers to organize tasks such as dropping off groceries, picking up medications from the pharmacy, virtual check-ins and emotional connections. The Executive Office of Elder Affairs served as a champion for ianacare in the 2020 MassChallenge HealthTech Program.

## Innovate@BU

Innovate@BU is a university-wide initiative at Boston University which enables all students to become drivers of innovation in their own lives, careers, and communities.

## Jewish Family & Children's Service (JF&CS)

Jewish Family & Children's Service helps individuals and families build a strong foundation for resilience and well-being across the lifespan. Through an integrated portfolio of more than 40 programs, JF&CS focuses on meeting the needs of new parents and their children, older adults and family caregivers, children and adults with disabilities, and people experiencing poverty, hunger, or domestic abuse.

### **The Joint Center for Housing Studies at Harvard University**

The Joint Center for Housing Studies at Harvard University advances understanding of housing issues and informs policy. Through its research, education, and public outreach programs, the Center helps leaders in government, business, and the civic sectors make decisions that effectively address the needs of cities and communities.

### **Latino Health Insurance Program**

In response to the high rate of uninsured among the Latino population of Massachusetts, the Latino Health Insurance Program was developed and implemented to reduce barriers to obtaining insurance to care for Latinos in Boston. Services provided included health insurance navigation, health education, COVID-19 resource navigation, and SNAP navigation assistance.

### **LeadingAge Massachusetts**

LeadingAge Massachusetts is the only organization representing the full continuum of mission-driven, not-for-profit providers of health care, housing, and services for older persons in Massachusetts. Members of LeadingAge Massachusetts provide housing and services to more than 25,000 older persons in the Commonwealth each year.

### **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.

### **Massachusetts Aging and Mental Health Coalition**

The Massachusetts Aging and Mental Health Coalition is a statewide membership organization dedicated to improving awareness of the critical problems older adults face when experiencing mental health conditions, dementia, or substance use concerns.

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

The Massachusetts Association for the Blind and Visually Impaired (MABVI) is a social service organization that supports individuals living with vision loss. MABVI provides vision rehabilitation and support services to adults and seniors through programs that teach strategies for independence, provide advocacy and resources for adjusting to vision loss, promote healthy living through innovative initiatives, expand assistive technology, and increase digital accessibility.

### **Massachusetts Association for Mental Health (MAMH)**

The Massachusetts Association for Mental Health (MAMH) is a public policy and legislative advocacy organization that advances mental health and well being by promoting prevention, early intervention, effective treatment, and recovery.

### **Massachusetts Association of Regional Planning Agencies (MARPA)**

The Massachusetts Association of Regional Planning Agencies (MARPA) represents the Commonwealth's 13 regional planning agencies that serve the local governments and citizens within their planning districts by dealing with issues and needs that cross city, town, county, and even state boundaries through planning, policymaking, communication coordination, advocacy, education, analysis, and technical assistance.

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

The Massachusetts Broadband Institute's mission is to make affordable high-speed Internet available to all homes, businesses, schools, libraries, medical facilities, government offices, and other public places across the Commonwealth. MBI works closely with the Baker-Polito administration, the state legislature, municipalities,

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

### **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 Coalition for Serious Illness Care**

The Massachusetts Coalition for Serious Illness Care is a diverse set of organizations committed to ensuring that health care for everyone in the Commonwealth reflects their goals, values and preferences in all stages of life and care.

### **Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH)**

The Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH) is the principal agency in the Commonwealth on behalf of people of all ages who are deaf and hard of hearing.

### **Massachusetts Commission on Falls Prevention**

The Massachusetts Commission on Falls Prevention was established in 2006 to raise awareness about the serious problem of older adult falls and associated injuries and

promote the availability of successful prevention strategies to help reduce falls rates in Massachusetts.

### **MassAccess**

MassAccess is the umbrella organization for community access TV in Massachusetts. It is a resource for stations, managers, employees, and viewers.

### **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 Revenue (DOR)**

The Massachusetts Department of Revenue (DOR) oversees all rulings and regulations, tax policy analysis, communications, and legislative affairs for the Commonwealth. Additionally, the DOR manages state taxes and child support, helps cities and towns manage their finances, and administers the Underground Storage Tank Program.

### **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. The department partners 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. It also oversees the operation of the Massachusetts Registry of Motor Vehicles (RMV).

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

MeHI, the Massachusetts eHealth Institute at the Massachusetts Technology Collaborative, is the designated state agency for promoting Health IT innovation, technology and competitiveness to improve the safety, quality and efficiency of health care across the Commonwealth of Massachusetts. MeHI assists healthcare providers and organizations throughout the Commonwealth of



Massachusetts in the adoption and effective use of Health IT and other electronic Health (eHealth) technologies.

### **Massachusetts General Hospital Dementia Care Collaborative**

The Massachusetts General Hospital Dementia Care Collaborative was created to educate and support patients, caregivers, healthcare providers, and the community. Dedicated team members offer opportunities for learning and connecting across the hospital and into the community at large.

### **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.

### **Massachusetts Health Policy Commission (HPC)**

The Massachusetts Health Policy Commission (HPC) is an independent state agency that develops policy to reduce health care cost growth and improve the quality of patient care. The HPC’s mission is to advance a more transparent, accountable, and equitable health care system through its independent policy leadership and innovative investment programs.

### **Massachusetts Board of Library Commissioners (MBLC)**

The Massachusetts Board of Library Commissioners (MBLC) is the agency of state government with the statutory authority and responsibility to organize, develop, coordinate, and improve library services throughout the Commonwealth. The nine commissioners set policy and conduct official business. The MBLC staff administer a wide array of statewide programs and services for libraries and residents.

### **Massachusetts Municipal Association (MMA)**

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.

### **Massachusetts Office of Consumer Affairs and Business Regulation**

The Office of Consumer Affairs and Business Regulation protects and empowers consumers through advocacy and education and ensures a fair playing field for the Massachusetts businesses its agencies regulate.

### **Massachusetts State Police**

The Massachusetts State Police is an agency of the Commonwealth of Massachusetts’ Executive Office of Public Safety and Security, responsible for criminal law enforcement and traffic vehicle regulation across the state.

### **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 agencies within the Executive Office of Health and Human Services have participated in the program as “champions” to startups over the last several years.

### **MassDevelopment**

MassDevelopment, the state’s finance and development agency, works with businesses, nonprofits, banks, and communities to stimulate economic growth. These collaborations help to create jobs, increase the number of housing units, revitalize urban environments, and address factors limiting economic growth including transportation, energy, and infrastructure deficiencies.

### **MassHire**

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

### **Mass Home Care**

Mass Home Care is the non-profit trade association that represents the Commonwealth's network of 28 Aging Services Access Points (ASAPs) and Area Agencies Aging (AAAs). The mission of Mass Home Care is to help individuals live at their highest level of functioning possible, in the least restrictive setting possible, for as long as possible.

### **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.

### **MassMATCH**

MassMATCH is the Commonwealth of Massachusetts's initiative to Maximize Assistive Technology (AT) in consumers' hands. Its mission is to promote the use of assistive technology and AT services to enhance the independence of people with disabilities, enabling equal participation in all of life's activities.

### **MassMobility**

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

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

The Massachusetts Public Health Association (MPHA) is a nonprofit organization that promotes a healthy Massachusetts through advocacy, community organizing, and coalition building, with a focus on prevention and health equity. The organization promotes policies that impact the major drivers of health outcomes, such as access to healthy food, safe affordable housing, and transportation.

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

Massachusetts (Mass) Senior Action Council is a multiracial, grassroots organization led by seniors that empowers its members to collectively address key public policy and community issues that affect their health and well-being.

### **MassSupport**

MassSupport Network provides free community outreach and support services statewide in response to the unprecedented public health crisis, COVID-19. MassSupport counselors and clinicians are available to provide support, resources, and education through a daily hotline.

### **Memory Sunday New England**

Memory Sunday New England is a faith-based collaboration made up of leaders at the local, city and state levels focused on raising awareness about memory loss, aging and Alzheimer's Disease in the African American community.

### **Metropolitan Area Planning Council (MAPC)**

The Metropolitan Area Planning Council is the regional planning agency serving the people who live and work in the 101 cities and towns of Metro Boston.

### **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.

### **Operation ABLE**

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

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

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

### **Pioneer Valley Transit Authority**

The Pioneer Valley Transit Authority oversees and coordinates public transportation in the Pioneer Valley of Western Massachusetts.

### **The Shape of Care**

The Shape of Care is a podcast started by Mindy Fried that explores the world of caregiving. This series features stories from caregivers and the people they care for, and from experts and activists.

### **The State Police Association of Massachusetts**

The State Police Association of Massachusetts represents all troopers and sergeants in the State Police. SPAM preserves and fosters good-will with the citizens of all people, in the Commonwealth of Massachusetts; and encourages cooperative understandings and agreements with all organizations, agencies, and officers of government concerned with the State Police for the mutual benefit of its members, to mitigate the hazards of the work and the improvement of public service.

### **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](#).

### **UMass Medical School**

UMass Medical School is the commonwealth's first and only public academic health sciences center. The school's mission is to advance the health and wellness of diverse communities throughout Massachusetts and across the world by leading and innovating in education, research, health care delivery and public service.

### **Village to Village Network**

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

### **VisionServe Alliance**

VisionServe Alliance's mission is to engage leaders in building a better world through services to people with vision loss by promoting leadership development, ethical management, quality services, and professional growth.

### **WalkBoston**

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

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### AARP Network of Age-Friendly States and Communities

The AARP Network of Age-Friendly States and Communities was established in April 2012 as an independent affiliate of the World Health Organization Global Network for Age-Friendly Cities and Communities.

### 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.

### Age-Friendly Health System

Age-Friendly Health Systems is an initiative of The John A. Hartford Foundation and the Institute for Healthcare Improvement (IHI), in partnership with the American Hospital Association and the Catholic Health Association of the United States. An Age-Friendly Health System commits to reliably providing a set of four evidence-based elements of high-quality care, known as the “4Ms,” to all older adults in their system: Medication, Mentation, Mobility, and What Matters.

### Age-Friendly University (AFU)

The Age-Friendly University (AFU) global network consists of institutions of higher education who have endorsed the 10 AFU principles and committed themselves to becoming more age-friendly in their programs and policies. The 10 AFU principles include encouraging participation of older adults in all core activities of the university, promoting personal and career development in the second half of life, and promoting intergenerational learning and reciprocal sharing of expertise among learners of all ages, among others.

### Aging and Disability Resource Center (ADRC)

ADRCs provide services to the elderly and people with disabilities including physical disabilities, serious mental illness, and/or developmental/intellectual disabilities. The goal of the ADRCs is to help all people with long-term care needs regardless of their age or disability.

### 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 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.

### **Eviction Diversion Initiative**

The Baker-Polito Administration announced a comprehensive set of resources to support tenants and landlords during the financial challenges caused by the pandemic. The goal of this initiative is to keep tenants safely in their homes and to support the ongoing expenses of landlords once the pause of evictions and foreclosures expire.

### **Founders Over 55 Club**

The Founders Over 55 Club is an inclusive member-led club that welcomes entrepreneurs of all ages, stages, and backgrounds. The club hosts events, fosters community, and facilitates connections to help entrepreneurs build their companies. Organizing members include the Encore Boston Network, AGENCY and the Carroll School of Management.

### **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.

### **LGBT Aging Online Training**

In September 2020, EOEa launched the LGBT Aging Online Training, an asynchronous interactive course for all providers of aging services in Massachusetts that strives to prevent and eliminate discrimination based on sexual orientation and gender identity and expression of older adults.

### **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.

### **Massachusetts Family Caregiver Support Program**

The Massachusetts Family Caregiver Support Program is statewide program focused on supporting the needs of caregivers in particular. The overall goal of the program is to enhance the ability of family caregivers to keep elders at home in a safe and supportive environment.

### **Massachusetts Senior Medicare Patrol Program (SMP)**

The Massachusetts Senior Medicare Patrol (SMP) Program is a statewide partnership between community-based organizations and agencies to reach and educate Medicare and Medicaid beneficiaries, family members, caregivers, and professionals on the importance of being engaged healthcare consumers to prevent healthcare errors, fraud and abuse.

### **Medical Orders for Life-Sustaining Treatment (MOLST)**

Medical Orders for Life-Sustaining Treatment (MOLST) is a standardized medical order form for use by clinicians caring for patients with serious advancing illnesses.

### **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. In Massachusetts, Memory Sunday New England hosts an annual event.

### **Moving Massachusetts Upstream (MassUP)**

The MassUP Investment Program funds partnerships between health care providers and community organizations to address a social determinant of health.

### **Pandemic EBT Benefits (P-EBT)**

P-EBT is a federal program that provides food supports to help families with children who were receiving free and reduced-price school meals pay for food.

### **The Personal and Home Care Aide State Training (PHCAST)**

The Personal and Home Care Aide State Training (PHCAST) is an online video course that prepares individuals to work as an agency-based homemaker.

### **Travel Training/Instruction**

Travel training or instruction is the practice of teaching people to travel independently on public transportation. This service is often provided by public transportation authorities, aging services providers, community-based organizations, and mobility managers.

### **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.

### **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.

### **Senior Tax Exemption Program (STEP)**

The Senior Tax Exemption Program (STEP) allows seniors to have a percentage of their circuit breaker income tax credit deducted from their annual property tax bill.

### **World Health Organization (WHO) Global Network for Age-friendly Cities and Communities**

Cities and communities around the world are working towards becoming more age-friendly. The WHO Global Network consists of more than 830 cities and communities in 41 countries, working to improve their physical and social environments to become better places in which to grow old.

# Appendix C: Acronyms

<b>ADRC</b>	Aging and Disability Resource Center
<b>ASAP/AAA</b>	Aging Services Access Point/Area Agency on Aging
<b>ADUs</b>	Accessory Dwelling Units
<b>BAT</b>	Brockton Area Transit Authority
<b>CEDAC</b>	Community Economic Development Assistance Corporation
<b>CIC</b>	Cambridge Innovation Center
<b>COA</b>	Council on Aging
<b>DDS</b>	Department of Developmental Services
<b>DFM</b>	Dementia Friendly Massachusetts
<b>DHCD</b>	Department of Housing & Community Development
<b>DoN</b>	Determination of Need
<b>DPH</b>	Department of Public Health
<b>DTA</b>	Department of Transitional Assistance
<b>EOEA</b>	Executive Office of Elder Affairs
<b>EMHOT</b>	Elder Mental Health Outreach Team
<b>EMOT</b>	Elder Mobile Outreach Team
<b>ERMA</b>	Emergency Rental and Mortgage Assistance
<b>HCBS</b>	Home and Community-Based Services
<b>HLCE</b>	Healthy Living Center of Excellence
<b>HPC</b>	Massachusetts Health Policy Commission
<b>JF&amp;CS</b>	Jewish Family and Children's Service
<b>MAMH</b>	Massachusetts Association for Mental Health
<b>MAPC</b>	Metropolitan Area Planning Council
<b>MARPA</b>	Massachusetts Association of Regional Planning Agencies
<b>MassDOT</b>	Massachusetts Department of Transportation
<b>MassUP</b>	Moving Massachusetts Upstream (MassUP) Investment Program
<b>MBLC</b>	Massachusetts Libraries Board of Library Commissioners

<b>MBR</b>	Massachusetts Business Roundtable
<b>MCB</b>	Massachusetts Commission for the Blind
<b>MCOA</b>	Massachusetts Councils on Aging
<b>MCHT</b>	MassChallenge HealthTech Program
<b>MeHI</b>	Massachusetts eHealth Institute
<b>MHAC</b>	Massachusetts Healthy Aging Collaborative
<b>MIT</b>	Massachusetts Institute of Technology
<b>MMA</b>	Massachusetts Municipal Association
<b>MOLST</b>	Medical Orders for Life-Sustaining Treatment
<b>MSP</b>	Medicare Savings Program
<b>OLLI</b>	Osher Lifelong Learning Institute
<b>P-EBT</b>	Pandemic Electronic Benefits Transfer Benefits
<b>PHCAST</b>	The Personal and Home Care Aide State Training
<b>RAFT</b>	Residential Assistance for Families in Transition
<b>RMV</b>	Massachusetts Registry of Motor Vehicles
<b>SCSEP</b>	Senior Community Service Employment Program
<b>SMP</b>	Massachusetts Senior Medicare Patrol Program
<b>SNAP</b>	Supplemental Nutrition Assistance Program
<b>STEP</b>	The Senior Tax Exemption Program
<b>UMass</b>	University of Massachusetts



# Appendix D: Resources & Reports

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This appendix serves as a central location for the many reports, research, trainings, toolkits, guides, webinars, and grant opportunities mentioned in the *Year Two Progress Report*. Resources are classified by age- and dementia-friendly domain to help partners, communities, and older adults easily find information. For additional resources, please refer to the [Massachusetts Age- and Dementia-Friendly Integration Toolkit](#) and [Massachusetts Healthy Aging Collaborative Website](#).

## 1. Access, Equity, and Cultural Inclusion

### Research

- [LGBT AGING 2025: Strategies for Achieving a Healthy and Thriving LGBT Older Adult Community in Massachusetts](#), Fenway Institute, 2020
- [Aging Strong for All: Examining Aging Equity in the City of Boston](#), UMass Boston Gerontology Institute, 2020
- [Talking the Same Talk: Making A Matter of Balance Accessible Through Translations](#), Elder Services of The Merrimack Valley (ESMV), Partners Health Care, 2020

### Trainings

- [LGBT Aging in Massachusetts: Cultural Competency Training for EOEA Providers](#), Executive Office of Elder Affairs (EOEA), Fenway Institute, 2020

### Toolkits, Guides & Documents

- [Healthy Aging for All: A Guide for Promoting Inclusion in Age- and Dementia-Friendly Communities](#),

Massachusetts Healthy Aging Collaborative (MHAC), 2020

- [Show Me Booklet](#), Massachusetts Department of Public Health (DPH)

### Programming

- [Virtual Symposium: Let's Talk About Dementia and Culture](#), Jewish Family & Children's Service (JF&CS), Dementia Friends Massachusetts, Alzheimer's Association MA/NH, 2020

## 2. Outdoor Spaces and Buildings

### Toolkits, Guides & Documents

- [Age-Friendly Winter Spaces Guide](#), Massachusetts Healthy Aging Collaborative (MHAC), Executive Office of Elder Affairs (EOEA), WalkBoston, 2020
- [8 Infrastructure Improvements to Help Older Adults Age in Community](#), WalkBoston, 2020
- [8 Municipal Policies to Help Older Adults Age in Community](#), WalkBoston, 2020

## 3. Housing

### Research

- [Responding to COVID-19: How Massachusetts Senior Centers are Adapting](#), UMass Boston Gerontology Institute, 2020

### Toolkits, Guides & Documents

- [Housing Choice Best Practices](#), Housing Choice Initiative, 2021

- [\*The MAPC Zoning Atlas\*](#), Metropolitan Area Planning Council, 2020
- [\*Housing Resources Guide\*](#), New Bedford Age Friendly Initiative, Coastline Elderly Services, Inc., New Bedford Housing Authority, 2020

### Grants

- [\*The Massachusetts Healthy Aging Fund\*](#), Massachusetts Department of Public Health (DPH)
- [\*Senior Home Repair Program\*](#), City of Boston, 2020

### Programming

- [\*Senior Circuit Breaker Tax Credit\*](#), Massachusetts Department of Revenue, 2021

## 4. Social Inclusion and Participation

### Research

- [\*It's the Little Things: A Community Resource for Strengthening Social Connections\*](#), The AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community, UMass Boston, 2020

### Programming

- [\*Reach Out Massachusetts Summit\*](#), The AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness and Build Community, UMass Boston, 2020

## 5. Mobility & Transportation

### Grants

- [\*Urgent COVID-19 Taxicab, Livery, and Hackney Partnership Grant Program\*](#), MassDevelopment, Metropolitan Area Planning Council (MAPC), 2020
- [\*Community Transit Grant Program\*](#), Massachusetts Department of Transportation (MassDOT), 2020

### Programming

- [\*Community Transit Design Challenge\*](#), The Massachusetts Association for the Blind & Visually Impaired (MABVI), Innovate@BU, 2020
- [\*Including Older Adults & People with Disabilities in Transportation Planning\*](#), MassMobility, 2020

## 6. Civic Participation and Employment

### Grants

- [\*Senior Community Service Employment Program Demonstration \(SCSEP\) Grant\*](#), U.S. Department of Labor, 2020

### Toolkits, Guides & Documents

- [\*Tax Tips for Seniors and Retirees\*](#), Massachusetts Department of Revenue, 2020

### Programming

- [\*Virtual Town Hall with U.S. Senator Ed Markey\*](#), The Alzheimer's Association MA/NH, 2020
- [\*PIVOT Your Job Search for 2021\*](#), Encore Boston Network, AARP Massachusetts, MassHire, Operation ABLE, Age Strong Commission, Executive Office of Elder Affairs (EOEA), 2021
- [\*Resourcefulness & Resilience\*](#), Encore Boston Network, AARP Massachusetts, MassHire, Operation ABLE, Age Strong Commission, Executive Office of Elder Affairs (EOEA), 2021
- [\*Age-Friendly Employer Forum\*](#), Encore Boston Network, AARP Massachusetts, MassHire, Operation ABLE, Age Strong Commission, Executive Office of Elder Affairs (EOEA), 2021
- [\*Greater Lowell 50+ Job Seekers Networking Group\*](#), Tewksbury Public Library, 2020
- [\*Founders Over 55+ Club\*](#), Encore Boston Network, AGENCY, Carroll School of Management

## 7. Communication and Technology

### Trainings

- [Reframing Aging: Innovate and Communicate Without Ageism Bias](#), AGENCY, 2020

### Toolkits, Guides & Documents

- [Online and Virtual Programs Guide for Community Media Centers](#), Massachusetts Councils on Aging (MCOA), Massachusetts Community Media, Inc. (MassAccess), 2020
- [Dementia Friendly Massachusetts Community Guide](#), Dementia Friendly Massachusetts (DFM), Massachusetts Councils on Aging (MCOA), 2020
- [Shrewsbury Senior Resource Guide](#), Shrewsbury Council on Aging, 2020
- [Salem for All Ages Resource Guide 2020](#), Salem for All Ages, 2020

### Programming

- [Understanding Technology as a Social Determinant of Health: Addressing the Digital Divide for Older Adults](#), Executive Office of Elder Affairs (EOEA), Babson College FutureLab on Mobility, Massachusetts Healthy Aging Collaborative (MHAC), 2020

## 8. Services (Business, Health and Community)

### Research

- [Phase 3 Report: Improving Integration of Falls Risk Assessment and Referral in Health Care Practices](#), Massachusetts Commission on Falls Prevention, 2020

### Toolkits, Guides & Documents

- [Senior Guide to Health Care Coverage](#), Executive Office of Health and Human Services (EOHHS), MassHealth, Massachusetts Health Connector, 2021
- [What Matters to Me: A Guide to Serious Illness Conversations](#), The Conversation Project, Ariadne Labs, 2020

- [Massachusetts e-MOLST Web Portal](#), The Massachusetts Coalition for Serious Illness Care, Ariadne Labs, Honoring Choices Massachusetts, 2020

### Grants

- [Moving Massachusetts Upstream \(MassUP\) Investment Program](#), Massachusetts Health Policy Commission, 2020
- [The Massachusetts Healthy Aging Funds](#), Massachusetts Department of Public Health (DPH), 2020

### Programming

- [A Conversation on Healthy Aging](#), Massachusetts Healthy Aging Collaborative (MHAC), John A. Hartford Foundation, Milbank Memorial Fund, 2020
- [Knowing the Ten Signs](#), Alzheimer's Association

## 9. Public Safety

### Trainings

- [COVID-19 Identity Theft, Scams, and Warnings](#), Office of Massachusetts Attorney General Maura Healey, 2020
- [Unauthorized Practice of Immigration Law](#), Office of Massachusetts Attorney General Maura Healey, 2020
- [CORI Rights](#), Office of Massachusetts Attorney General Maura Healey, 2020
- [Medicare Anti-Fraud Workshops](#), The Massachusetts Senior Medicare Patrol (SMP) Program, 2020-2021

### Toolkits, Guides & Documents

- [COVID-19 Testing Scam Alert](#), The Massachusetts Senior Medicare Patrol (SMP) Program, 2020
- [US Census Scam Alert](#), The Massachusetts Senior Medicare Patrol (SMP) Program, 2020
- [Stimulus Check Scam Alert](#), The Massachusetts Senior Medicare Patrol (SMP) Program, 2020

- [COVID-19 Vaccination Scam Alert](#), The Massachusetts Senior Medicare Patrol (SMP) Program, 2020
- [Common Scams to Avoid and How to Avoid Identity Theft](#), Office of Massachusetts Attorney General Maura Healey, 2020

### Programming

- [Home Improvement Contracting](#), The Better Business Bureau (BBB) and Massachusetts Office of Consumer Affairs and Business Regulation, 2021
- [Scams, Fraud, & ID Theft](#), The Better Business Bureau (BBB) and Massachusetts Office of Consumer Affairs and Business Regulation, 2021
- [Avoiding COVID-19 Scams](#), The Better Business Bureau (BBB) and Massachusetts Office of Consumer Affairs and Business Regulation, 2021

## 10. Caregiving Support

### Trainings

- [The Personal and Home Care Aide State Training \(PHCAST\)](#) (online version), Executive Office of Elder Affairs (EOEA), 2021

### Toolkits, Guides & Documents

- [“Grandparents, You Are Not Alone”](#) Informational Resource Series, Commission on the Status of Grandparents Raising Grandchildren, 2020
- [Long-Term Care Facility Staffing Portal](#), UMass Medical School, 2020

### Programming

- [Caring for the Caregiver — Why Employers Should Care](#), Massachusetts Caregiver Coalition, 2020
- [Family Caregiver Burnout Prevention](#), Springwell, 2020
- [Caring in Community](#), LifePath, 2020

- Caregiver Coping Groups, MassSupport, Executive Office of Elder Affairs (EOEA), 2020

## 11. COVID-19 & Emergency Preparedness

### Research

- [How Innovative Community Responses to COVID-19 Support Healthy Aging](#), Tufts Health Plan Foundation, Massachusetts Healthy Aging Collaborative (MHAC), Executive Office of Elder Affairs (EOEA), FSG

### Toolkits, Guides & Documents

- [Long-Term Care COVID-19 Family Information Center](#), Massachusetts Department of Public Health (DPH), Executive Office of Health and Human Services (EOHHS), 2020
- [Coronavirus Visual Tool](#), Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), 2020
- [Tips on COVID-19 Testing: Tips for Families with a Loved One Living with Dementia](#), Alzheimer’s Association MA/NH, Massachusetts Councils on Aging (MCOA), Executive Office of Elder Affairs (EOEA), 2020
- [COVID-19: Supporting a Person with Dementia at Home](#), Alzheimer’s Association MA/NH, Massachusetts Councils on Aging (MCOA), Executive Office of Elder Affairs (EOEA), 2020
- [COVID-19: Supporting a Person with Dementia in Residential Care Home](#), Alzheimer’s Association MA/NH, Massachusetts Councils on Aging (MCOA), Executive Office of Elder Affairs (EOEA), 2020
- [Being Prepared in the Time of COVID-19: Three Things You Can Do Now](#), The Conversation Project, Ariadne Labs, 2020
- [COVID-19 Behavioral Health Information Hub](#), Massachusetts Association for Mental Health (MAMH), 2020



# Appendix E:

# Photo Credits

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**Page 1** | *Clockwise from top right:* Virtual Camp Memory Connections, Brookline Council on Aging; Foster Grandparent Program, Book-Rich Environments Initiative, Coastline; Waterfront Memory Café, Marion Council on Aging, Coastline *Senior Scope*

**Page 7** | Outdoor fitness class, Dracut Council on Aging

**Page 9** | The Reunion Project, Bridgewater Council on Aging collaboration with Bridgewater State University, *The Enterprise*

**Page 11** | Walk to End Alzheimer's event, Newton Council on Aging

**Page 13** | Virtual yoga class, JF&CS Memory Café

**Page 19** | Musical performance, Dartmouth Council on Aging

**Page 22** | Virtual Camp Memory Connections, Brookline Council on Aging

**Page 25** | *Top to bottom:* Technology Assistance Program, Burlington Council on Aging and Breakfast Rotary Club; Boston Senior Home Care artwork initiative in senior housing sites, Codman Square Apartments and Lower Mills Development

**Page 26** | "Be a Good Nutrition Neighbor" Nutritional Health Social Media Awareness Campaign during Malnutrition Awareness Week 2020

**Page 27** | Reach Out Massachusetts campaign led by the AARP Massachusetts and University of Massachusetts Boston Task Force to End Loneliness & Build Community

**Page 29** | Mashpee Wampanoag Tribe Meals on Wheels volunteer drivers, Coastline *Senior Scope*

**Page 31** | Continuing Connections Program, Framingham Council on Aging

**Page 32** | *From left:* RMV Senior Days at New Bedford RMV, Coastline; RMV Senior Days at Brockton RMV, Old Colony Elder Services

**Page 35** | *From left:* Outdoor tent, Marion Council on Aging; Ukulele Group, Newburyport Council on Aging

**Page 36** | Little Brothers — Friends of the Elderly distributed tablets with prepaid data plans from the City of Boston Age Strong Commission

**Page 37** | Seniors Helping Seniors Program, Southwick Council on Aging

**Page 38** | Foster Grandparent Program Storytime, Coastline *Senior Scope*

**Page 41** | Family Caregiver Support Program, Boston Senior Home Care

**Page 45** | Meals on Wheels Program, West-Mass ElderCare

**Page 49** | *Top to bottom:* Foster Grandparent Program, Book-Rich Environments Initiative, Coastline; COVID-19 Goody Bag Project, Elder Services of Worcester Area, Inc.

**Page 51** | Massachusetts Emergency Management Agency recognition of the aging services network, October 2020

**Page 53** | Secretary Elizabeth Chen's Greater Boston Chinese Golden Age Center visit, February 2020

**Page 54** | Secretary Elizabeth Chen's Rutland Council on Aging visit, February 2020

## What does age- and dementia-friendly mean to you?

*"The most important prescription doctors should be giving a person with a dementia diagnosis is social engagement. Dementia Friendly Massachusetts has done an outstanding job of helping to make that a reality."*

RESIDENT OF BELLINGHAM, AGE 60

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*"Not being segregated. Encouraged, hopeful, options and ability to intermingle with all."*

RESIDENT OF FENWAY, AGE 67

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*"That all private and public buildings are accessible to older adults."*

RESIDENT OF WEST ROXBURY, AGE 88

## ReiMAgine Aging

Planning Together  
to Create an Age-Friendly  
Future for Massachusetts

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YEAR TWO PROGRESS REPORT