Integration of the Age-Friendly and Dementia-Friendly Movements in Massachusetts

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28 August 2018
Overview

- Massachusetts – Current Context
- Governor’s Council to Address Aging in Massachusetts
- Age-Friendly and Dementia Friendly Massachusetts
- Implementation
- Overview of Community Work
- Lessons Learned
The Commonwealth of Massachusetts's population is aging at a faster rate than ever before. Massachusetts now has more residents over the age of 60 than under the age of 20.

In 2016, there were 120,000 people age 65 or over living with Alzheimer’s disease in Massachusetts. This number is expected to grow by 25% to 150,000 by 2025.
Massachusetts – Current Context
Age and Dementia Friendly Initiatives

Governor’s Council to Address Aging in Massachusetts

PRESS RELEASE
Baker-Polito Administration Establishes Council to Address Aging in Massachusetts

Massachusetts Healthy Aging Collaborative

Welcome to the Massachusetts Healthy Aging Collaborative
Working to make Massachusetts a national leader in vibrant and inclusive age-friendly communities

Age-Friendly Massachusetts

AARP Welcomes Massachusetts into the AARP Network of “Age-Friendly States”

Dementia Friendly Massachusetts

Executive Office of Health and Human Services
On April 12, 2017, Governor Charles D. Baker signed Executive Order 576 establishing the Governor’s Council to Address Aging in Massachusetts. The Council will develop a plan to promote healthy aging in Massachusetts, and to achieve the goal of making the Commonwealth the most age-friendly state for people of all ages. Older adults are the fastest-growing segment of the U.S. population and will make up 23% of the Commonwealth’s population by 2035.

https://www.mass.gov/orgs/governors-council-to-address-aging-in-massachusetts
Year One (2017)
- Held 5 in-person meetings including 4 expert panels
- Reviewed documents and data from thought leaders
- Held 4 listening sessions across the state
- Invited input and recommendations via web portal
- Heard from over 500 individuals across the Commonwealth
- Drafted initial blueprint

Year Two (2018)
- Establish workgroups to research, develop and explore potential initiatives
- Provide recommendations to Governor Baker
- Establish a plan for communications of the Council’s work and reports
- Develop metrics to evaluate outcomes and measure success
Governor’s Council to Address Aging in MA

What the Council Heard

Over nine months the Council held five working meetings and convened four listening sessions throughout the state, in addition to collecting public comment online. The result was input from more than 500 Massachusetts residents.
Governor’s Council to Address Aging in MA

Framework

- Improve Economic Security
- Facilitate Connection & Engagement
- Ensure Access & Affordability of Services
- Promote Age-Friendly Communities

Access, Equity, Inclusion

Community

Innovation and Technology
Governor’s Council to Address Aging in MA

Initial Priorities

1. Declare Massachusetts as an age-friendly state
2. Include age-friendly best practices in community compact program (new business, economic development, innovation and technology)
3. Promote the designation of age-friendly employers and practices that support mature workers and workers who are caregivers
4. Increase participation in employer sponsored retirement plans and explore options for those without access to employer sponsored plans
5. Support caregivers through increased information and awareness efforts
6. Promote and update property tax deferral programs
7. Consider options, including new sources of capital, for increasing production of accessible, affordable, service enriched housing
8. Quickly scale and replicate successful age-friendly pilots, such as ride-sharing
9. Become the Silicon Valley for innovative technology, products and services related to aging
10. Begin changing perceptions and address ageism with specific trainings and communication tools

= Complete
WG = Workgroups are in progress

Next!
Governor’s Council to Address Aging in MA

**Workgroups**

<table>
<thead>
<tr>
<th>Caregiving</th>
<th>Employment</th>
<th>Housing</th>
<th>Transportation</th>
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| • Provide a needs assessment and materials to employers to support working caregivers  
  • Increase self-identification of caregivers  
  • Increase awareness and coordination of resources, programs for caregivers and older adults  
   | • Create an age-friendly employer designation (with Caregiving Workgroup)  
  • Promote benefits of retirement saving programs and working longer  
   | • Create a housing production strategy for older adults  
  • Develop and adopt design standards to increase accessibility  
  • Increase number of people who take advantage of property tax deferral programs  
  • Increase access to Resident Service Coordinators in housing complexes  
   | • Released a transportation scan of current options in communities  
  • Convene stakeholders to better understand opportunities and gaps in offering a “total trip”  
  • Leverage and promote existing tools and resources (RideMatch, Travel Training)  
  • Support programs to allow people to remain driving and ease the transition  
   |

**Innovation & Technology**

• Launched Optimal Aging Challenge: In Good Company; submissions accepted through September 28

The workgroups will present proposals to the full Governor’s Council to Address Aging in Massachusetts in October 2018.

https://www.mass.gov/lists/governors-council-to-address-aging-in-massachusetts-reports-and-resources
The 2018 Optimal Aging Challenge is a global competition to improve healthy aging by leveraging the development of breakthrough technologies, community resources and other solutions to reduce social isolation and loneliness and increase engagement among the older populations. 
https://gex.brightidea.com/InGoodCompanyChallenge
The Governor announced that Massachusetts has been designated by AARP as only the second state in the country to join the organization’s Age-Friendly Network. This designation commits us to making Massachusetts more livable and welcoming for older adults and people of all ages through a diverse network of partners and communities.

As a Commonwealth, we are committed to blending the work of Age-Friendly and Dementia Friendly communities into Age-Friendly Massachusetts.
Massachusetts is fortunate to have leaders in multiple sectors – housing, transportation, business, technology, healthcare, philanthropy, academia, local government, and aging services – committed to the age-friendly mission. This only begins to capture the many organizations engaged in this movement.
Age-Friendly Massachusetts
Goals (in development)

1. **Community** – Deepen and strengthen age and dementia friendly efforts to be inclusive of all communities and populations

2. **Information** and **Communication** – Communicate information in an accessible and user-friendly manner to both residents (“How can I age in community?”) and organizations (“How can I make my community age-friendly?”)

3. **Framing** – Change the conversation about aging from a “challenge” to an “asset”, increase literacy about issues related to aging, and eliminate ageism

4. **Policy** and **Practice** – Encourage the adoption of age-friendly policies and practices in all sectors

5. **Economic Security** – Take specific actions to improve economic security of older adults and caregivers

6. **Infrastructure** – Create a sustainable infrastructure to guide and support the work of Age-Friendly Massachusetts
The Massachusetts Healthy Aging Collaborative (MHAC) was established in 2009 and is the backbone organization of the Age-Friendly movement in Massachusetts. MHAC provides support to communities and regions interested in engaging in age-friendly planning and initiatives.

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

https://www.mass.gov/dementia-friendly-massachusetts
The Healthy Living Center of Excellence (HCLE) is a network of community based organizations, embedding healthy living programs in age-friendly communities. Programs improve person activation, health outcomes, and social engagement. By integrating with health care delivery systems, HLCE addresses the social determinants that negatively impact health and wellness.

http://www.healthyliving4me.org/
“Age-Friendly” describes a movement, defined and driven by the World Health Organization and AARP, to make communities more welcoming and livable for older residents and people of all ages.

32 municipalities and regions across Massachusetts are actively building an age-friendly community and another 70 communities are emerging as age-friendly.
A “dementia friendly community” is informed, safe, and respectful, and enables people living with dementia and those who care about them to live full, engaged lives. There are currently 138 communities pursuing dementia friendly.

Save the Date!

Dementia Friendly Massachusetts
Creating Welcoming Communities

A statewide conversation to share models and tools for expanding age- and dementia-friendly communities.

Thursday, November 9
9:00 a.m. – 3:00 p.m.

Best Western Royal Plaza Hotel & Trade Center
181 Boston Post Road, Marlborough

Presented by the Dementia Friendly Massachusetts Initiative
Overview of Community Work

Dementia Friendly Communities – Memory Cafés

Massachusetts is home to 87 memory cafés, the most in the country, including Spanish speaking cafés and an outdoor café. These cafés are welcoming places for people living with memory loss or other changes in their thinking to participate in activities with their care partners.
Overview of Community Work
Integrating Age and Dementia Friendly

- The **Age Friendly and Dementia Friendly Integration Toolkit** will facilitate an integration of both movements.

- The Executive Office of Elder Affairs is leading the creation of the Toolkit with **input from various partners**:  
  - The Gerontology Institute of UMass Boston  
  - Massachusetts Healthy Aging Collaborative  
  - AARP Massachusetts  
  - Dementia-Friendly Massachusetts

- The Toolkit will include **three components**:
  - Case studies
  - FAQs
  - Checklist of features that define a fully integrated Age and Dementia Friendly community

Three communities – Boston, Cape Ann, and Marlborough – are currently integrating age and dementia friendly activities
1. Understand the importance of a backbone organization, for example the Massachusetts Healthy Aging Collaborative (MHAC)

2. Align goals across sectors, including government (state and municipal), community, academia, philanthropy, business, technology, health care, advocacy organizations

3. Be guided by local needs, not by ideology and allow for different approaches and variations

4. Honor community and embed the voices of older adults and communities in this work

5. Recognize the need to support early stage planning, as well as implementation

6. Allocate resources and efforts to under-resourced and diverse communities

7. Move from talking about initiatives and ideas to conducting pilots, projects and programs

8. Collect data and measure outcomes