



Massachusetts Healthy Aging Collaborative

Advisory Council Meeting

Alice Bonner

Secretary, Executive Office of Elder Affairs

Wednesday, February 1, 2017

Are We Going to Let Them Be First?!?

ALBANY, N.Y., Jan. 12, 2017 /PRNewswire-USNewswire/

“AARP: Governor Cuomo Aims to Make NY First Age-Friendly State in Nation”

**Governor's Instruction to State Agencies to Align
with World Health Organization-**

AARP Guidelines Would Help New Yorkers of All Ages

Older Adults in Gov. Baker's State of the Commonwealth

*We must also **think differently** about how we support and engage older adults. The notion that people are fully retired at the age of 62 or 65 is inconsistent with what I see every day.*

And even if some have stepped back from what they spent most of their lives doing, most still have tons of time and talent available to do something else.

Hey – I turned 60 in November. Sixty.

I remember thinking that was ancient when my dad turned sixty.

Now he's 88 and still the smartest, most informed person I know. And Dad – nobody gives better advice than you do.

*There are thousands of citizens in Massachusetts who are **still very much in the game** in their 60s, 70s, and even 80s. And there'll be more as our population continues to age.*

*I'll be signing an Executive Order in the coming weeks that will establish a **Council on Older Adults**. It will focus on policies and programs that make it possible for even more older adults and seniors to live **vibrant, purposeful lives**.*

Massachusetts Can Be a Leader in Aging



Aging in community

Support older adults and individuals with disabilities to remain in their homes and neighborhoods



Livable communities

Promote healthy living and community integration at every age



Careforce

Build a stable and well-trained elder care workforce, and support family caregivers



MASSACHUSETTS
HEALTHY AGING
COLLABORATIVE

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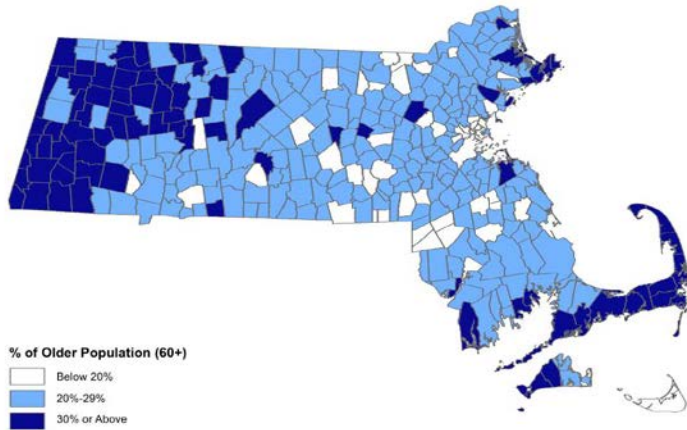
James Fuccione

Senior Director

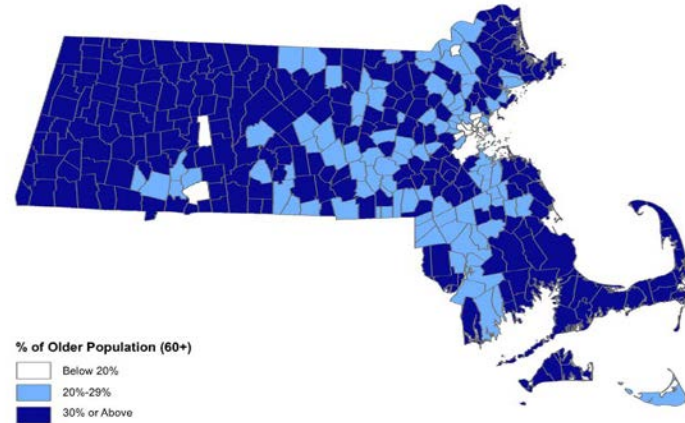
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Aging Population in Massachusetts (60+)

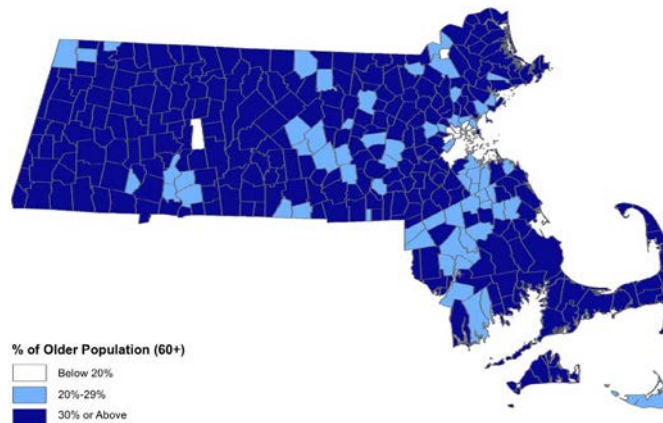
Current state



10-year projection



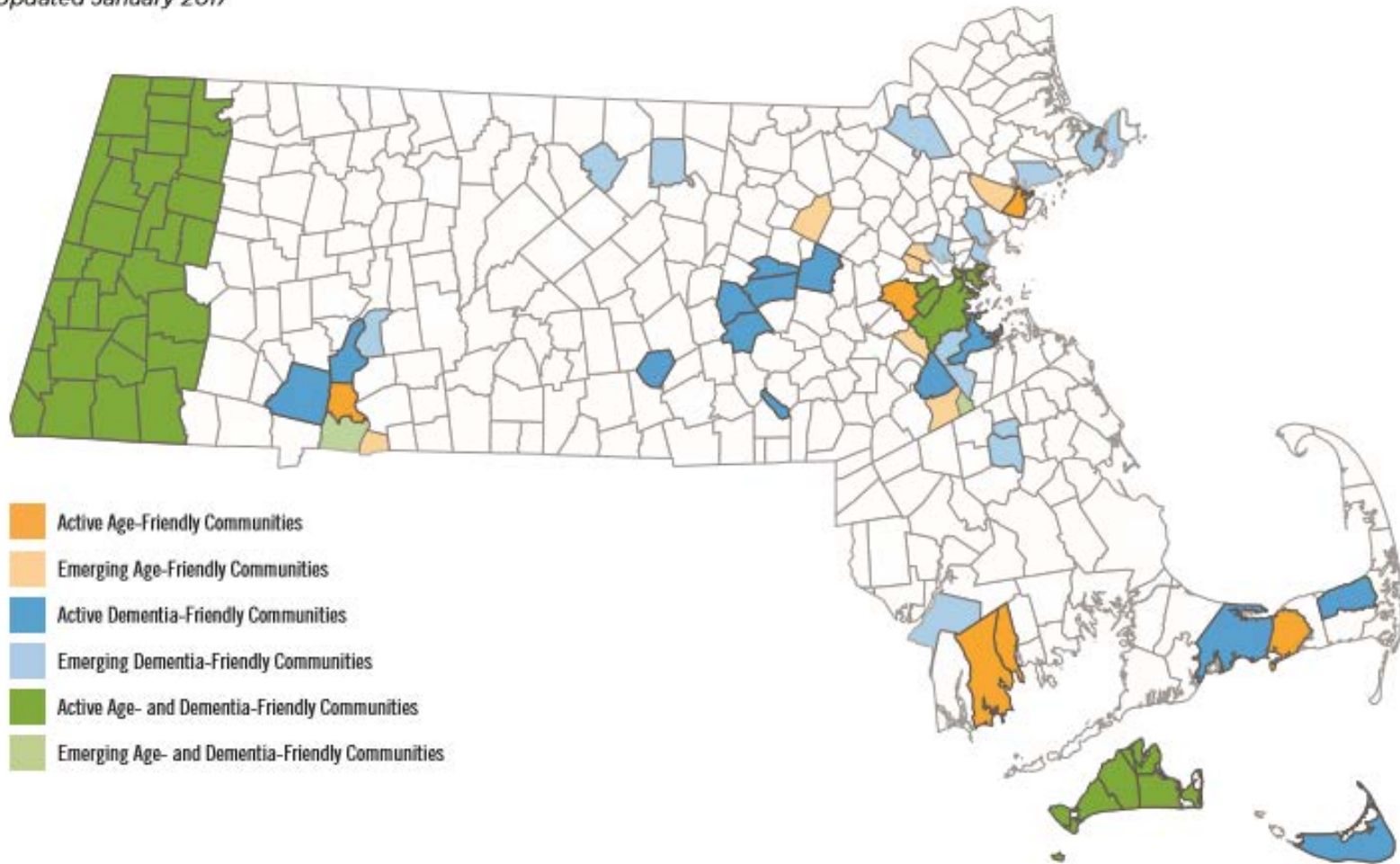
20-year projection



Current State – AF/DF Communities

Age-Friendly and Dementia-Friendly Initiatives in Massachusetts

Updated January 2017



Role of MHAC Advisory Council

- 1 Provide input and suggestions on MHAC strategic direction
- 2 Build and maintain relationships with key stakeholders
- 3 Serve as Age-Friendly/Healthy Aging Ambassadors
- 4 Build public will
- 5 Help coordinate and align the system
- 6 Create and share content
- 7 Engage the community

The Collaborative can be guided by the following strategic framework

VISION

MA is an **emerging national leader** in vibrant **age-friendly** communities with a focus on older adults

MISSION

Believing that strong and healthy communities include older adults of all ages and abilities, we collaborate through **networking, communication, and information** sharing to **optimize opportunities for health, participation, and security** to enhance **quality of life** as people age.

APPROACHES

Promote equity and increased diversity, with a specific focus on vulnerable populations

Be inclusive in taking an intergenerational approach and promoting older adults' voices

Engage cross-sector actors at both the state and local levels

Be accountable to measureable results

STRATEGY 1: Initiate behavior change among policymakers and planners to use an age-friendly lens and adopt specific “asks”

Objectives

- 1.1 Create a policy roadmap** for aging
- 1.2 Identify specific levers** for policy change
- 1.3 Target audiences with specific asks** that influence **behavior change at scale**

STRATEGY 2: Create “champions” among the usual and unusual suspects

Objectives

- 2.1 Communicate** customized age-friendly messages and asks to actors identified in mapping exercise as having influence over others (i.e., planners, practitioners)
- 2.2 Track** frequency, next steps, and changes resulting from these interactions

STRATEGY 3: Build capacity of local communities to embark on the age-friendly designation journey

Objectives

- 3.1 Map communities** with potential to become age-friendly designated
- 3.2 Develop a “community capacity building” offering** (i.e., documents, expert panels)
- 3.3 Engage communities** in specific capacity building efforts

Strategy 1: Policy and Healthy Aging

Initiate behavior change among policymakers and planners to use an age-friendly lens and adopt specific “asks”

Objectives and ACTIONS

1.1 Create a **policy roadmap** for aging

- Build knowledge and awareness
- Meet with executive offices and constitutional officers to discuss intersections with AF Communities and Healthy Aging.
- Meet with legislators and advocacy groups to create Healthy Aging Policy Scan

1.2 Identify **specific levers** for policy change

- Advocate inclusion of “age-friendly” on Community Compact Cabinet
- Meet with advocacy organizations, targeted organizations from list of “actors”
- Track relevant legislative proposals

1.3 Target audiences with **specific asks** that influence **behavior change at scale**

- MMA collaboration, trade associations, executive offices

Strategy 2: Creating Champions of Healthy Aging

Create “champions” among the usual and unusual suspects

Objectives and ACTIONS

2.1 Communicate customized age-friendly messages and asks to actors identified in mapping exercise as having influence over others (i.e., planners, practitioners).

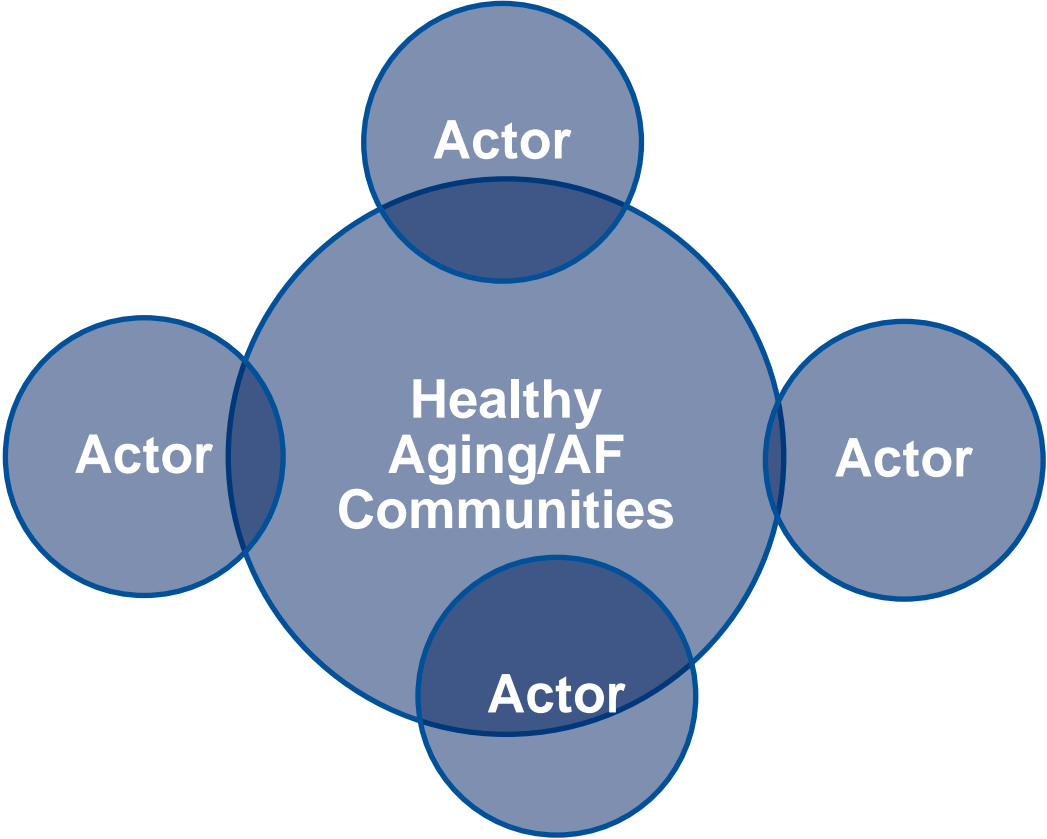
- Establish messages for each area of focus
- Prioritize actors (Advisory Council Exercise)
- Divide and conquer – Advisory Council volunteers that will engage list of actors

2.2 Track frequency, next steps, and changes resulting from these interactions

- MHAC Senior Director will own tracking to avoid duplication of efforts
- Conversations will help inform policy strategy
- Interactions will help spread age-friendly practice, encourage collaboration

MHAC Visioning and Collaboration

Raising awareness and building knowledge among usual/unusual suspects includes finding **common ground** and **exploring** what other common ground may exist

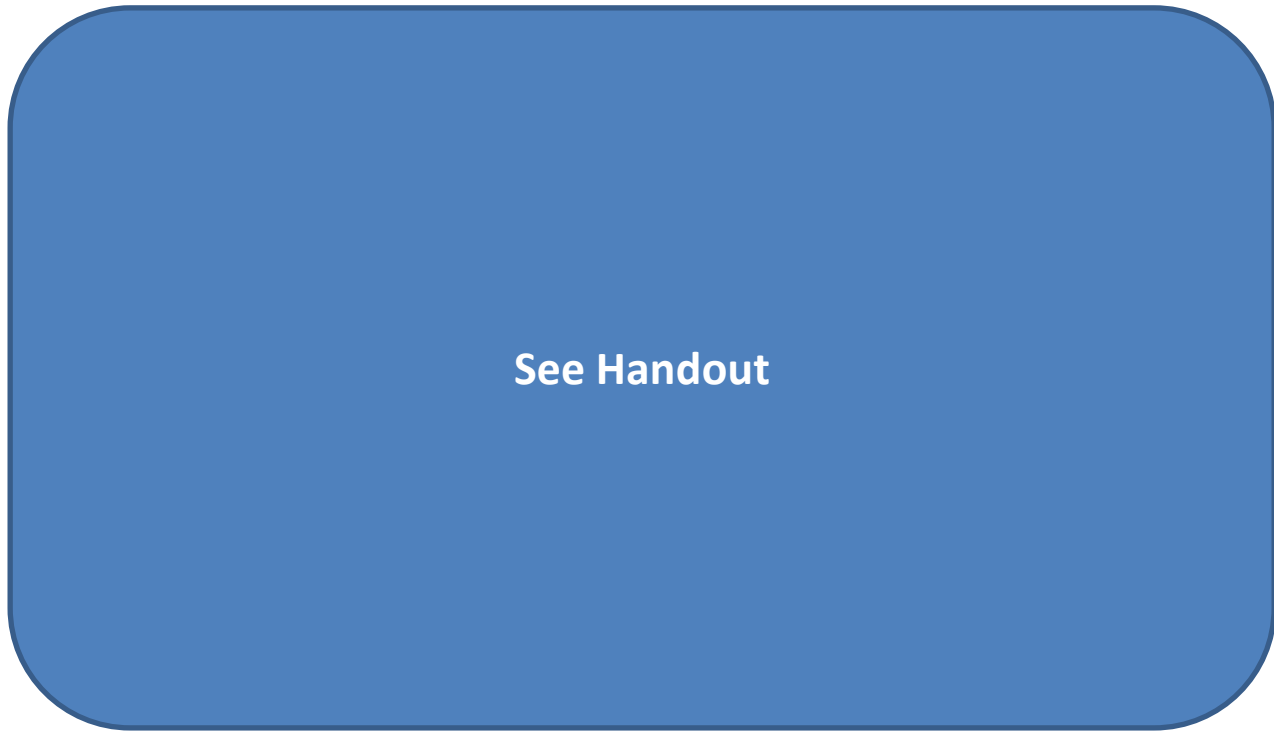


Combined list - actors with low MHAC engagement and varying levels of AF involvement

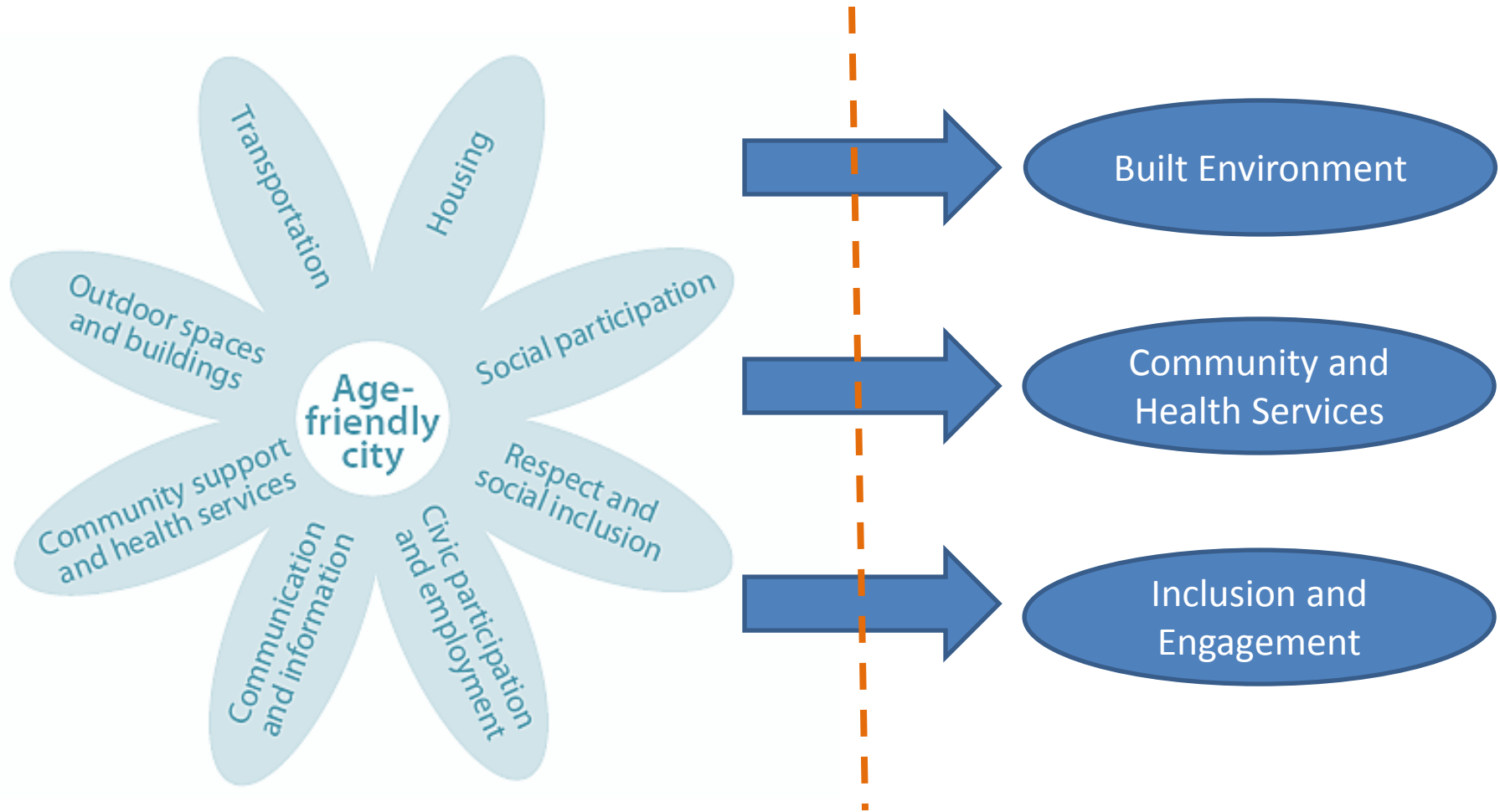
Housing, Transport, Built Environment

Community + Health Services

Inclusion + Engagement



Simplifying the “8 Domains of Livability”



Strategy 3: Age-Friendly Communities

Build capacity of local communities to embark on the age-friendly designation journey

Objectives and ACTIONS

3.1 Map communities with potential to become age-friendly designated

- Work in progress to map ongoing efforts by AARP, MHAC and DFMI
- Obtain feedback on work of organizations in specific communities/regions.

3.2 Develop a “community capacity building” offering (i.e., documents, expert panels)

- Build AF Community Case Studies from engaged municipalities
- Seek those with experience: AARP, Age-Friendly Boston, Brookline, Villages Model, DPH Mass in Motion, Complete Streets

3.3 Engage communities in specific capacity building efforts

- Work through actor map and existing networks to engage communities.
- Engage MMA, municipal leaders

Feedback and Discussion

Break up AC members into groups by strategy area

Strategy 1: Initiate behavior change among policymakers and planners to use an age-friendly lens and adopt specific “asks”

- Sign-up opportunity for those interested in meeting with Executive Offices and Constitutional Officers
- How do we reach milestones?

Strategy 2: Create “champions” among the usual and unusual suspects

- Prioritize actors
- Increase organizational involvement in age-friendly from low to high
- Who is missing?

Strategy 3: Build capacity of local communities to embark on the age-friendly designation journey

- Understanding current best practices and successes
- How do we replicate efficiently in other areas?