



MASSACHUSETTS
HEALTHY AGING
COLLABORATIVE

Welcome

Massachusetts Healthy Aging Collaborative
Advisory Council Meeting

Tuesday, April 25, 2017

The work of the Massachusetts Healthy
Aging Collaborative is supported in part by
Tufts Health Plan Foundation.



Governor's Council to Address Aging



The work of the Massachusetts Healthy Aging Collaborative is supported in part by Tufts Health Plan Foundation.





MASSACHUSETTS
HEALTHY AGING
COLLABORATIVE

Massachusetts Healthy Aging Collaborative

Advisory Council Meeting

James Fuccione

Senior Director

Tuesday April 25, 2017

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

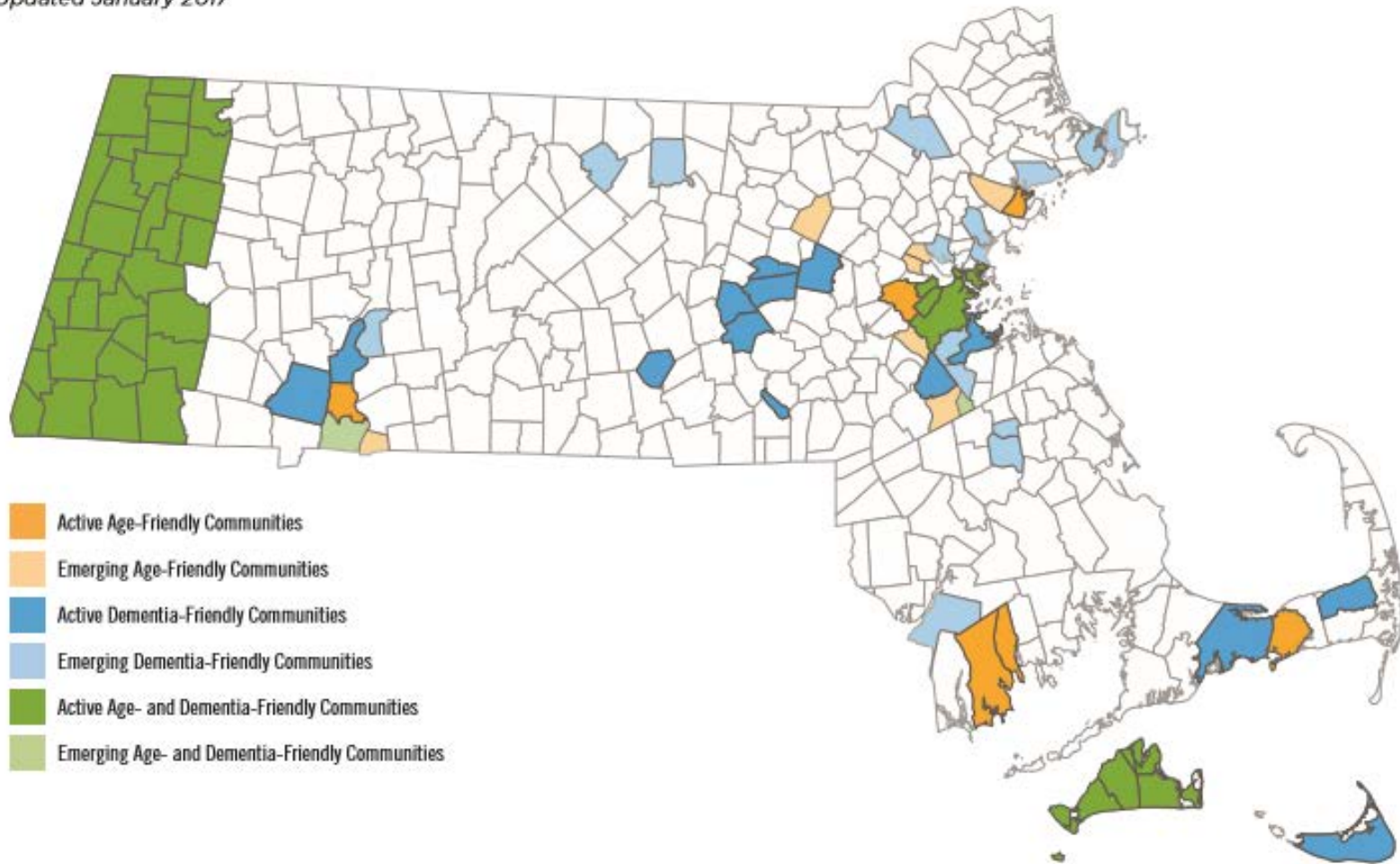
Role of MHAC Advisory Council

- 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

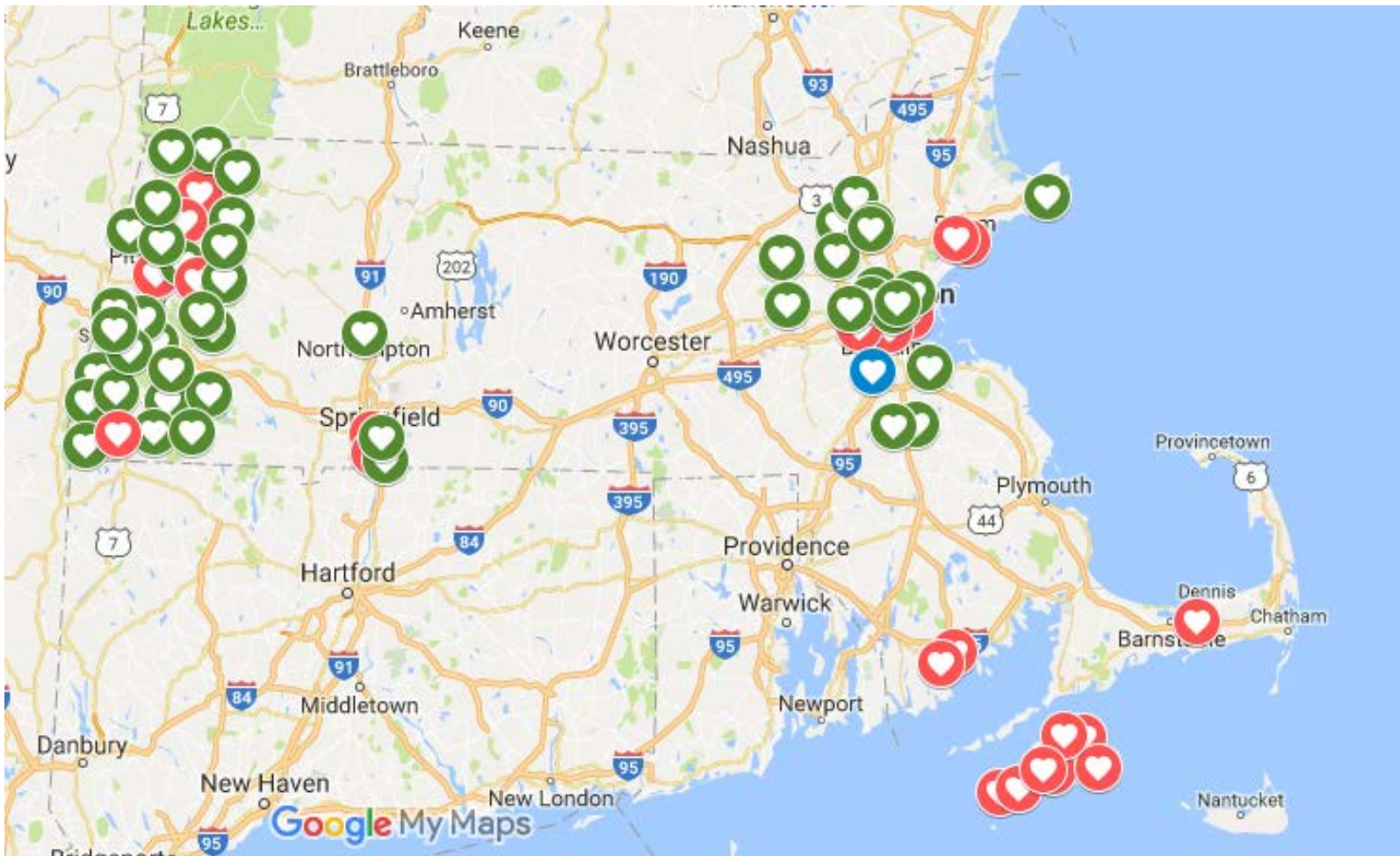
February 1 – AF/DF Communities

Age-Friendly and Dementia-Friendly Initiatives in Massachusetts

Updated January 2017



Current State – AF/DF Communities



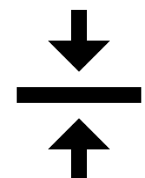
Highlights



Accepted the Peter R. Lee Healthy Communities Award from MA Dept. of Public Health



Presented at DPH “Ounce of Prevention” Conference, Mass Home Care Retreat, PulseCheck/MassChallenge, Merrimack Valley COAs, MCOA Board



Aligned strategy with Dementia Friendly Massachusetts



Attended Massachusetts Digital Health Council Executive Workshop on Healthy Aging



Formed three MHAC Strategy Subcommittees and held first meetings

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 UPDATES

1.1 Create a **policy roadmap** for aging

- Governor’s Council to Address Aging
- Tool to assess age-friendliness (in development)

1.2 Identify **specific levers** for policy change

- Community Compact Cabinet
- AGO Community Benefits Guidelines
- Aging in all policies – expanding the menu of options for municipalities

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

- MMA collaboration
- Trade Associations
- Regional Planning Commissions/Councils

Strategy 2: Creating Champions of Healthy Aging

Create “champions” among the usual and unusual suspects

Objectives and UPDATES

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

- Prioritizing conveners and those with healthy aging expertise
- Presenting at conferences

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

- Tracking based on AF/DF community work

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

- Customized Google map on MHAC website

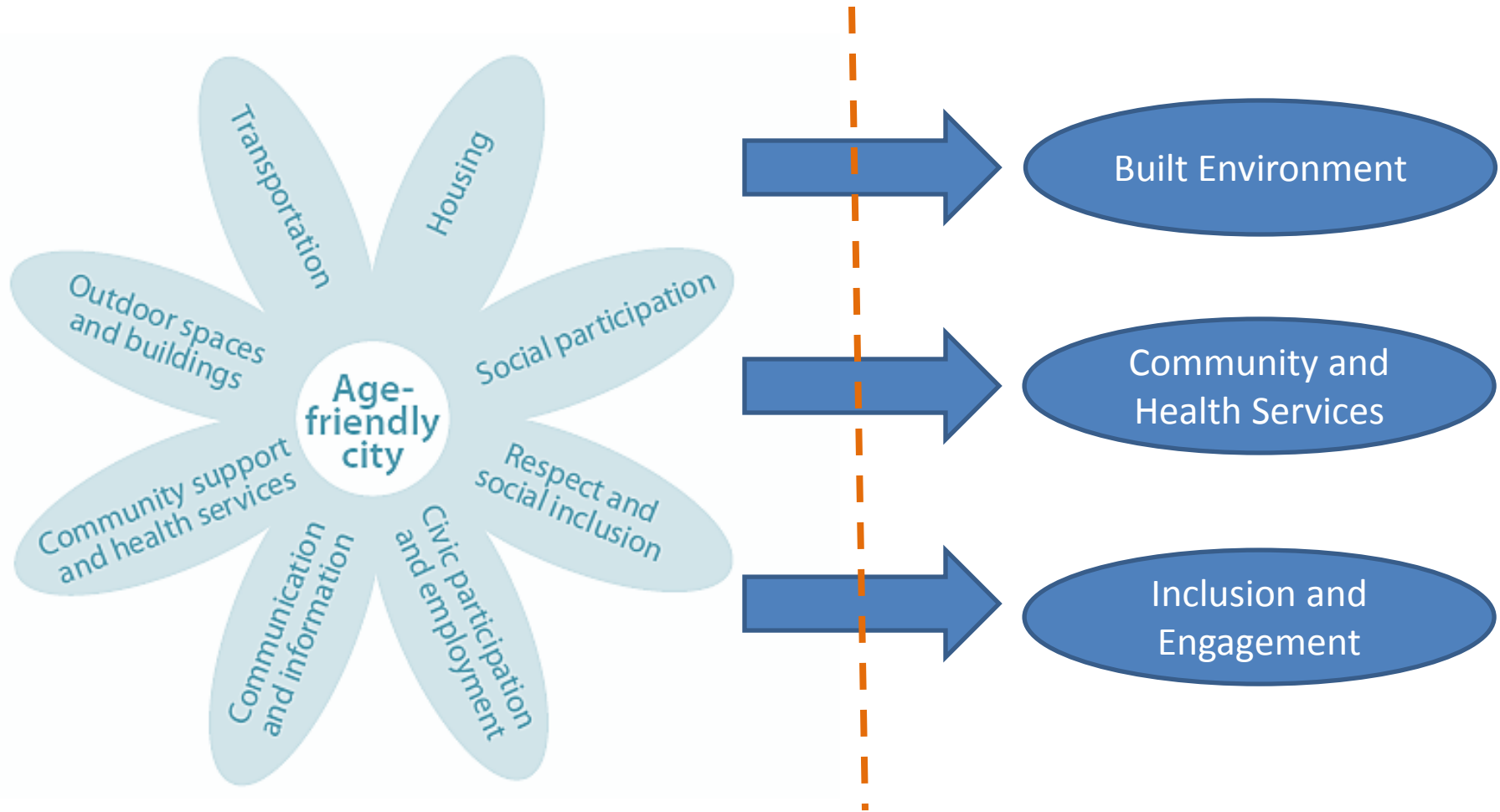
3.2 Develop a “community capacity building” offering (i.e., documents, expert panels)

- Presenting at conferences with AARP, Dementia Friendly MA
- Asking early adopters to share their experiences
- Work with other state efforts

3.3 Engage communities in specific capacity building efforts

- Engage MMA, municipal leaders

Simplifying the “8 Domains of Livability”



“Better Together” Strategy

RESEARCH REPORT

MARCH 2016

Better Together: A Comparative Analysis of Age-Friendly and Dementia Friendly Communities

Natalie Turner and Lydia Morken



Thank you!



At the Center of it All



MA Executive Office
of Elder Affairs