Welcome

Massachusetts Healthy Aging Collaborative
Advisory Council Meeting
Tuesday, April 25, 2017
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

Advisory Council Meeting

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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

[Map of Massachusetts showing different shades to indicate active and emerging age-friendly and dementia-friendly communities.]
Current State – AF/DF Communities
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”

- Built Environment
- Community and Health Services
- Inclusion and Engagement

- Transportation
- Outdoor spaces and buildings
- Community support and health services
- Communication and information
- Civic participation and employment
- Social participation
- Respect and social inclusion

Age-friendly city
“Better Together” Strategy

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

Natalie Turner and Lydia Morken
Thank you!

MA Executive Office of Elder Affairs