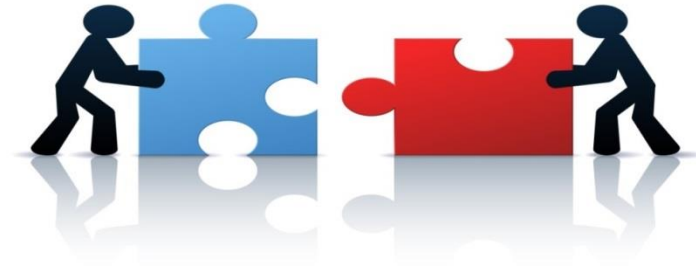


Integrating Age- and Dementia Friendly Activity

**Massachusetts Healthy Aging Collaborative Advisory Council Meeting
July 9, 2019**



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Senior Program Development Associate,
Massachusetts Executive Office of Elder Affairs**



Integrating Age- and Dementia Friendly Activity

Purpose & Agenda

Purpose: To encourage communities to consider conducting both age friendly (AF) & dementia friendly (DF) activity

Agenda

1. Rationale for integrating AF & DF activity
2. Examples of AF/DF integration approaches
3. Brief tour of *Massachusetts Age- and Dementia Friendly Toolkit*
4. Questions & Comments



Integrating Age- and Dementia Friendly Activity

Current Landscape (U.S. & Global)

AF

Community
Movement

Can overlook some of
the specific needs of
people affected by
dementia

DF

Community
Movement

Can miss some of the
broader needs of
older adults



Integrating Age- and Dementia Friendly Activity

Why are there two movements?

- AF movement came first when dementia was less prevalent
- Stigma of dementia may have played a role
- Fear of strengthening ageism

Together, these movements are weakening ageism and the stigma of dementia



Integrating Age- and Dementia Friendly Activity

Why integrate AF & DF activity?

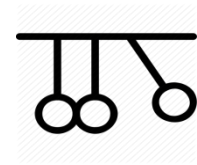
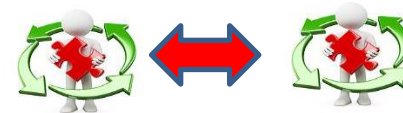
- Commitment to people of **all ages and abilities**
- Saves time; avoids confusion; saves money
- Reduces duplicated efforts
 - Example: seeking buy-in from stakeholders



Integrating Age- and Dementia Friendly Activity

Integration approaches (examples)

- Engage simultaneously (Cape Ann)
- Engage separately; coordinate (Boston)
- Convene AF/DF forums (MAGIC region)
- Plan together; act on one; build momentum; blend
- Vary AF/DF approach by area of focus



Integrating Age- and Dementia Friendly Activity

Last summer, EOEA formed an “AF & DF Integration Team”

Goal - Help communities simplify the integration of their AF & DF activity to address:

- (1) Specific needs of people affected by dementia
- (2) Broader needs of all residents regardless of age or ability

Members:

- MA Executive Office of Elder Affairs (EOEA)
- AARP Massachusetts
- MA Healthy Aging Collaborative
- UMass Boston, Gerontology Institute
- Barnstable County Department of Human Services



Integrating Age- and Dementia Friendly Activity

The Team discovered these challenges:

- Over 200 were engaged; less than ¼ working on both AF & DF
- Each movement often envisioned as separate and large
- Helpful, yet separate guidance, frameworks and toolkits
- Can appear daunting leading to sole focus on 1 movement



Integrating Age- and Dementia Friendly Activity

In response, team developed the:

Massachusetts Age- and Dementia Friendly Integration Toolkit

- Simple consolidated framework
- Directs you to guidance
- Useful wherever you are in the process



<https://www.mass.gov/massachusetts-age-and-dementia-friendly-integration-toolkit>



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Massachusetts Age- and Dementia Friendly Integration Toolkit

Resources for integrating age- and dementia friendly activities in
your community.

What would you like to do?

[Learn about this toolkit →](#)

[View resources on becoming age- and dementia friendly →](#)

[View examples of age- and dementia friendly activity →](#)

[Integrate dementia friendly activity into your age-friendly work →](#)

[Integrate age-friendly activity into your dementia friendly work →](#)

[View case studies →](#)

More Information

Additional Resources

[AARP Age-Friendly Network](#)

[Dementia Friendly America](#)

Learn more about this toolkit

Information about this toolkit and age- and dementia friendly integration

TABLE OF CONTENTS

- What is the purpose of this toolkit?
- Why was this toolkit developed?
- Who developed this toolkit?
- Why should my community consider engaging in both the age- and dementia friendly movements?
- Why should I integrate age- and dementia friendly activity?
- What does it mean to integrate age- and dementia friendly activity?
- What is an age-friendly community?
- What is a dementia friendly community?
- What does it mean to be an age-friendly state?
- Who is participating in the age- and dementia friendly movements in Massachusetts?
- What is Dementia Friendly Massachusetts?
- What is Dementia Friends Massachusetts?
- What is dementia?
- What does it mean to join the Age-Friendly Network?
- What are the steps to becoming age- and dementia friendly in Massachusetts?
- Who do I contact if I have questions or comments about this toolkit?

Feedback



What would you like to do?

[Learn about this toolkit →](#)

[View resources on becoming
age- and dementia friendly →](#)

[View examples of age- and
dementia friendly activity →](#)

[Integrate dementia friendly
activity into your age-friendly
work →](#)

[Integrate age-friendly activity
into your dementia friendly
work →](#)

[View case studies →](#)

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View resources on becoming age- and dementia friendly

Directs you to resources to help you integrate age- and dementia friendly work in your community.

TABLE OF CONTENTS

- 1. [Access, Equity, and Cultural Inclusion](#)
- 2. [Outdoor Spaces and Buildings](#)
- 3. [Housing](#)
- 4. [Social Inclusion and Participation](#)
- 5. [Transportation](#)
- 6. [Civic Participation and Employment](#)
- 7. [Communication and Information](#)
- 8. [Services \(Business, Health and Community\)](#)
- 9. [Public Safety](#)

6. Civic Participation and Employment

7. Communication and Information

[\(AF\)* AARP - Communication & Information - Best Practices & Examples](#)

[\(AF & DF\)* Frameworks Communication Toolkit](#)

[\(DF\)* Alzheimer's UK - Communicating with Someone with Dementia](#)

[\(DF\) Dementia-Friendly Media and Broadcast Guide](#)

[\(DF\) DFA - Neighbors & Community Members Sector Guide](#)

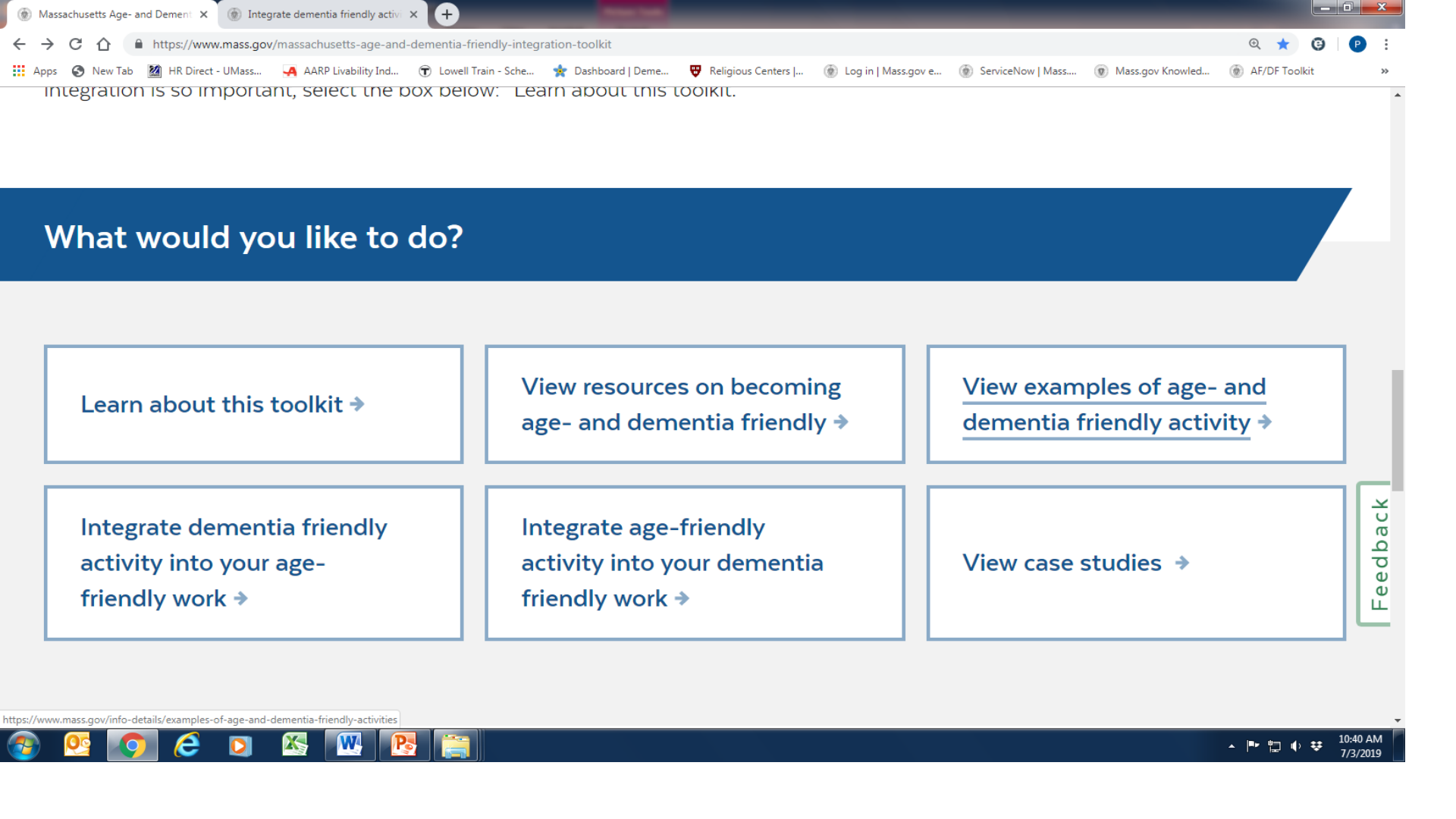
[\(DF\) DFA's Resource List - Engaging People with Dementia](#)

[\(DF\) Alzheimer's Association - Sign Up for Free Business Training](#)

[\(DF\) Dementia Friends Massachusetts](#)

[\(DF\) DFA's Resource List - Communication & Customer Service](#)

[\(AF\) AARP - Communication & Information - Best Practices & Examples](#)



What would you like to do?

[Learn about this toolkit →](#)

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[View examples of age- and dementia friendly activity →](#)

[Integrate dementia friendly activity into your age-friendly work →](#)

[Integrate age-friendly activity into your dementia friendly work →](#)

[View case studies →](#)

Feedback

Examples of age- and dementia friendly activities

Directs you to examples of age- and dementia friendly activity.

TABLE OF CONTENTS

- 1. Access, Equity, and Cultural Inclusion
- 2. [Outdoor Spaces and Buildings](#)
- 3. Housing
- 4. Social Inclusion and Participation
- 5. Transportation
- 6. Civic Participation and Employment
- 7. Communication and Information
- 8. Services (Business, Health, Community)
- 9. Public Safety

2. Outdoor Spaces and Buildings

2. Outdoor Spaces and Buildings

- (AF)* Public areas are clean and pleasant.
- (DF)* Street clutter is minimal without excessive signage and advertisements.
- (DF) Acoustic clutter (background noise) is minimized with acoustic barriers such as grass, rather than hard surfaces.
- (AF) Green spaces and outdoor seating are sufficient in number, well-maintained and safe.
- (AF) Undercover areas in parks are provided to ensure accessibility in all weather conditions.
- (AF) Places to sit and rest are provided.
- (AF) Sidewalks are non-slip, well-maintained, free of obstructions and reserved for pedestrians.
- (AF) Sidewalks are wide enough for wheelchairs and have curb cuts to the road level.
- (DF) Level changes are clearly marked and well-lit with handrails, and non-slip non-glare surfaces.

What would you like to do?

[Learn about this toolkit →](#)

[View resources on becoming age- and dementia friendly →](#)

[View examples of age- and dementia friendly activity →](#)

[Integrate dementia friendly activity into your age-friendly work →](#)

[Integrate age-friendly activity into your dementia friendly work →](#)

[View case studies →](#)

More Information

Integrate dementia friendly activity into your age-friendly work

Directs you to resources to help you integrate dementia friendly activity into your age-friendly work.

TABLE OF CONTENTS

-  [1. Outdoor Spaces and Buildings](#)
-  [2. Transportation](#)
-  [3. Housing](#)
-  [4. Social Participation](#)
-  [5. Respect and Social Inclusion](#)
-  [6. Civic Participation and Employment](#)
-  [7. Communication and Information](#)
-  [8. Community and Health Services](#)

3. Housing

3. Housing

[DFA's Resource List - Housing](#)

[DFA - Local Government Sector Guide \(For Home Life, Page 2\)](#)

[Alzheimer's Society UK - 10 Ways to Make Your Home More Dementia Friendly](#)

[Alzheimer's Society UK - Dementia Friendly Housing Charter](#)

[Dementia Services Development Centre UK - Dementia Friendly Housing and Garden](#)

[Alzheimer's Society UK - Uniting Care Home and Communities](#)

What would you like to do?

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[View resources on becoming age- and dementia friendly →](#)

[View examples of age- and dementia friendly activity →](#)

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[Integrate age-friendly activity into your dementia friendly work →](#)

[View case studies →](#)

Integrate age-friendly activity into your dementia friendly work

Directs you to resources to help you integrate age-friendly activity into your dementia friendly work.

TABLE OF CONTENTS

- 1. [Banks and Financial Services](#)
- 2. Neighbors and Community Members
- 3. Legal and Advance Planning Services
- 4. Local Government (Housing, Transportation, and Public Safety)
- 5. Health Care Throughout the Continuum
- 6. Libraries
- 7. Faith Communities
- 8. Businesses
- 9. Community-based Services and Supports
- 10. Residential and Specialty Care
- 11. Hospitals

1. Banks and Financial Services

[AARP-BankSafe Safeguards Against Exploitation](#)

[National Center on Elder Abuse](#)

[AARP - Age-Friendly Business Day, Portland, Oregon](#)

[Age- Friendly NYC Business Guide & Checklist](#)

[Thunder Bay Canada Business Guide](#)

[City of Boston, How to Become an Age-Friendly Business](#)

What would you like to do?

[Learn about this toolkit →](#)

[View resources on becoming age- and dementia friendly →](#)

[View examples of age- and dementia friendly activity →](#)

[Integrate dementia friendly activity into your age-friendly work →](#)

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More Information

Additional Resources

[AARP Age-Friendly Network](#)

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Case studies

Describes the integrated age- and dementia friendly efforts of some Massachusetts communities.

TABLE OF CONTENTS

- ▾ [Cape Ann](#)
- ▾ [Marlborough](#)
- ▾ [Boston](#)
- ▾ [Minuteman Advisory Group on Inter-local Coordination \(MAGIC\)](#)
- ▾ [Berkshires](#)

Boston

The City of Boston was designated as age-friendly in 2014 and has been actively implementing dementia friendly initiatives since 2015. Despite starting at different times, the [Age-Friendly Boston Action Plan](#) makes it clear that the age- and dementia friendly movements are very much integrated and aligned. While there was an initial hesitation to integrate the two movements, stakeholders were convinced that an integrated approach would help the city leverage the efforts of both movements into its city planning. With multiple planning initiatives taking place in the city, the timing was perfect to highlight the benefits of integrating the age- and dementia friendly movements.

The city's multi-faceted action plan reflects an aligned strategy with the World Health Organization's (WHO's) [8 Domains of Livability](#) associated with the age-friendly movement and threads dementia throughout each theme. In addition to the 8 domains, Age-Friendly Boston elevated three overarching "Topics of Interest": social isolation, economic insecurity, and dementia which are embedded throughout the action plan. In addition, the Age-Friendly Boston team within Boston's [Age Strong Commission](#) has a staff person dedicated to Dementia Friendly Boston. Helpful resources for integration included the Dementia Friends Massachusetts program, the Dementia Friendly Massachusetts leadership team, Alzheimer's Disease International, Alzheimer's Research UK, and Dementia Australia.

As part of its integrated age- and dementia friendly work, the city created an [Age- and Dementia-Friendly Business Checklist](#) and a pilot designation for age- and dementia friendly businesses. For more information about Boston's age- and dementia friendly work, see [Age-Friendly Boston](#).

Questions & Comments

