

# AGING in MASSACHUSETTS

*Shaping the Future*



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

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Jennifer Raymond, Director of the Healthy Living Center of Excellence

28 August 2018

# Overview

Massachusetts – Current Context

Governor's Council to Address Aging in Massachusetts

Age-Friendly and Dementia Friendly Massachusetts

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Lessons Learned

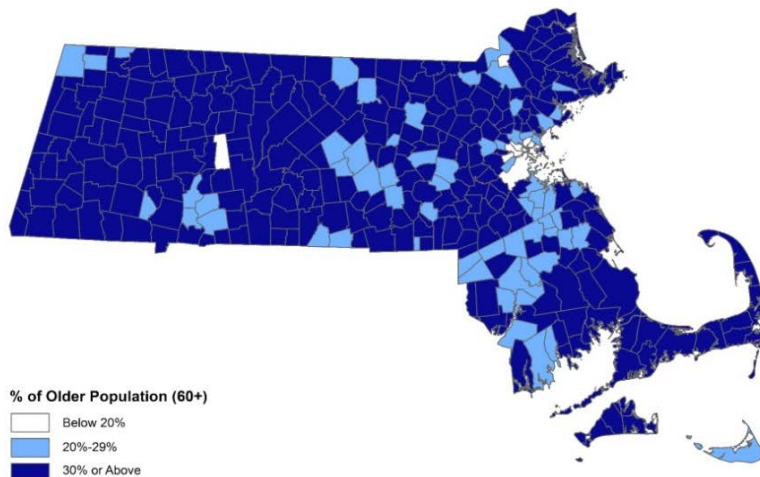
# Massachusetts – Current Context

## Demographics

**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.**

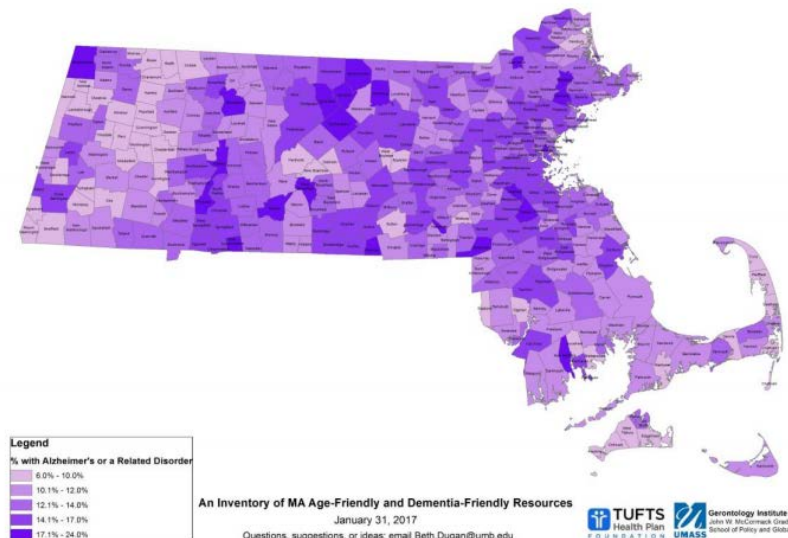
**In 2016, there were 120,000 people age 65 or over living with Alzheimer's disease in Massachusetts. This number is expected to grow by 25% to 150,000 by 2025.**

Older Population (60+) in Massachusetts, by Town in 2035 Projection



Source: Center for Social & Demographic Research on Aging, Gerontology Institute, UMass Boston. Based on data from the Donahue Institute, University of Massachusetts

Percentage of Medicare Beneficiaries > Age 65 with Alzheimer's Disease or a Related Disorder, by Town/City/Community



# 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



### Age-Friendly Massachusetts



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



### 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



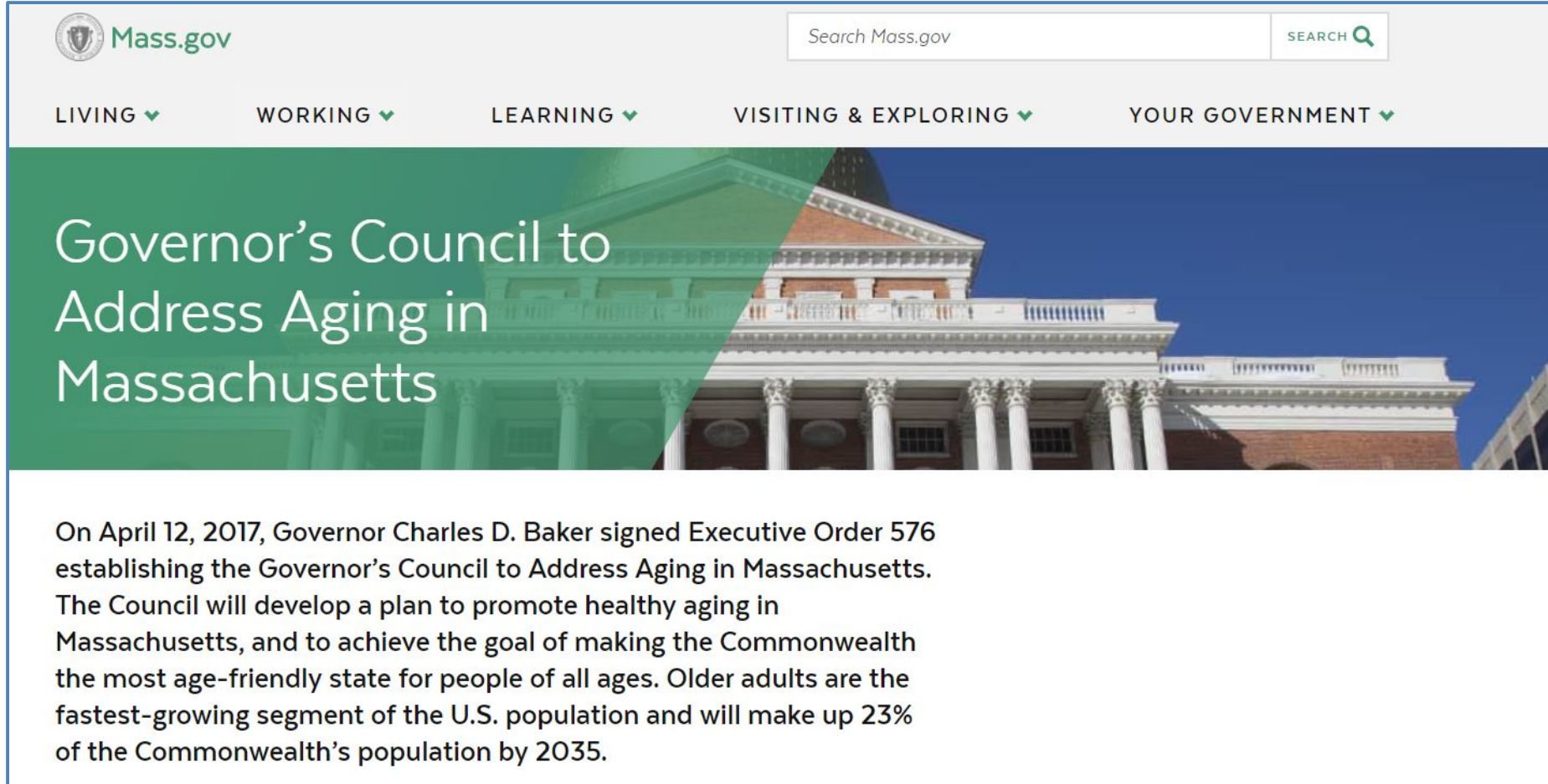
### Dementia Friendly Massachusetts



**Dementia  
Friendly  
America  
Massachusetts**



# Governor's Council to Address Aging in MA



The screenshot shows the Mass.gov website interface. At the top left is the Mass.gov logo. To its right is a search bar with the text "Search Mass.gov" and a magnifying glass icon. Below the search bar is a navigation menu with five items: "LIVING", "WORKING", "LEARNING", "VISITING & EXPLORING", and "YOUR GOVERNMENT", each followed by a downward-pointing chevron. The main content area features a large image of the Massachusetts State House with a green semi-transparent overlay on the left side. Overlaid on this image is the title "Governor's Council to Address Aging in Massachusetts" in white text. Below the image is a text block containing the following information:

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)

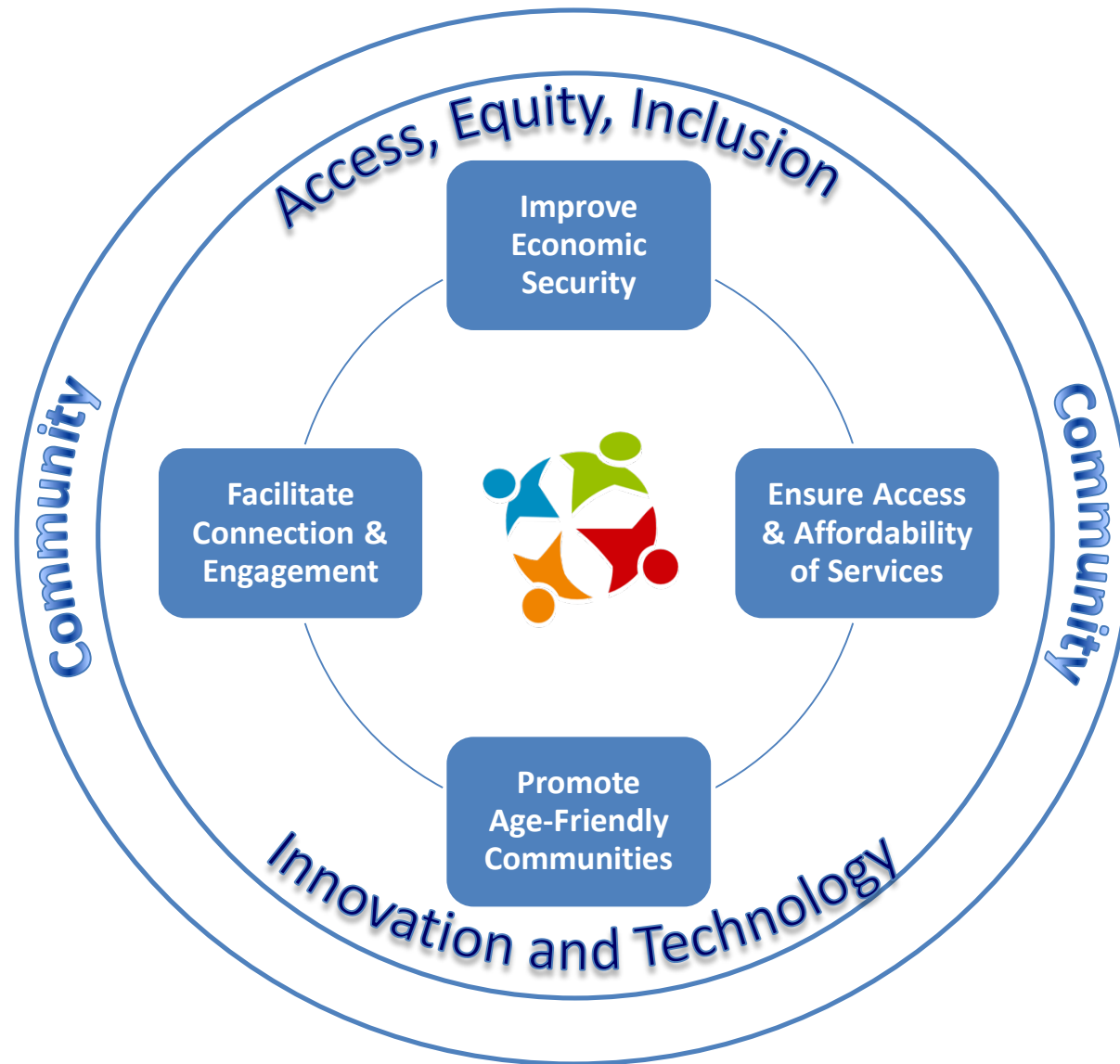
- Establish workgroups to research, develop and explore potential initiatives
- Provide recommendations to Governor Baker
- Establish a plan for communications of the Council's work and reports
- Develop metrics to evaluate outcomes and measure success

## 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





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

✓ = Complete

WG = Workgroups are in progress

# Governor's Council to Address Aging in MA



## Workgroups

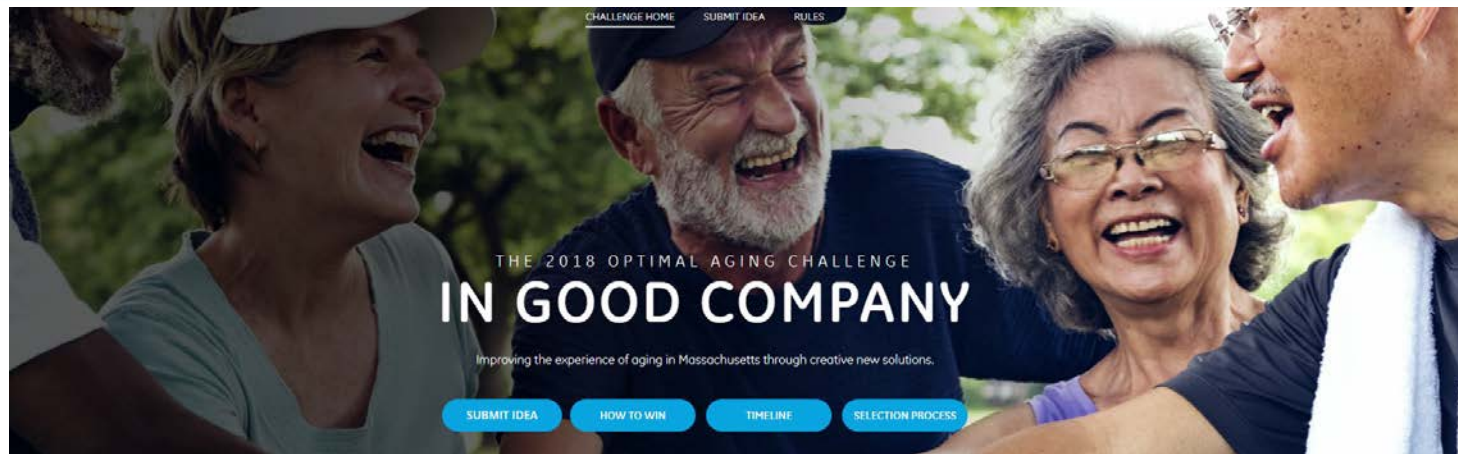
Caregiving	Employment	Housing	Transportation
<ul style="list-style-type: none"> <li>• Provide a <b>needs assessment and materials to employers</b> to support working caregivers</li> <li>• Increase <b>self-identification</b> of caregivers</li> <li>• Increase <b>awareness and coordination of resources</b>, programs for caregivers and older adults</li> </ul>	<ul style="list-style-type: none"> <li>• Create an <b>age-friendly employer designation</b> (with Caregiving Workgroup)</li> <li>• Promote <b>benefits of retirement saving programs and working longer</b></li> </ul>	<ul style="list-style-type: none"> <li>• Create a <b>housing production strategy</b> for older adults</li> <li>• Develop and adopt <b>design standards</b> to increase accessibility</li> <li>• Increase number of people who take advantage of <b>property tax deferral</b> programs</li> <li>• Increase access to <b>Resident Service Coordinators</b> in housing complexes</li> </ul>	<ul style="list-style-type: none"> <li>• Released a <b>transportation scan</b> of current options in communities</li> <li>• Convene <b>stakeholders</b> to better understand opportunities and gaps in offering a <b>“total trip”</b></li> <li>• Leverage and <b>promote existing tools and resources</b> (RideMatch, Travel Training)</li> <li>• Support programs to <b>allow people to remain driving and ease the transition</b></li> </ul>
<h3>Innovation &amp; Technology</h3>	<ul style="list-style-type: none"> <li>• <b>Launched Optimal Aging Challenge: In Good Company</b>; submissions accepted through September 28</li> </ul>		

**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>

# Governor's Council to Address Aging in MA

## Optimal Aging Challenge: In Good Company



The 2018 Optimal Aging Challenge is 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>



**Mass. Executive Office of Elder Affairs** @Mass\_EOEA · Jul 10

Nearly 1 in 3 MA residents age 65+ live alone. This can increase the risk of social isolation, loneliness and depression. The goal of the **#inGoodCompany** Challenge is to reduce that risk and promote healthy aging. Find out more! [bit.ly/InGoodCompanyC...](http://bit.ly/InGoodCompanyC...) **#OptimalAging** **#AgeFriendly**



**NASUAD** @NASUAD1 · Jul 10

How would you improve the aging experience? Reduce isolation & loneliness, promote healthy aging. **#inGoodCompany** **#healthyaging** **#optimalaging** [bit.ly/InGoodCompanyC...](http://bit.ly/InGoodCompanyC...)



**Charlie Baker** @MassGovernor · Jul 9

JUST LAUNCHED: The **#InGoodCompany** Challenge is a great opportunity to improve the lives of older adults here in the Commonwealth. **#HealthyAging** **#OptimalAging** **#AgeFriendly** **#AgeLab**



**MHAC** @mahealthyaging · Jul 9

The @MassGovernor Council to Address Aging continues to make amazing progress - Check out the **#InGoodCompany** Challenge from @GEHealthcare (a Council member) and submit a proposal!

# Age-Friendly Massachusetts

Creating a Commonwealth that is a great place to grow up and grow old together



**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.**

# Age-Friendly Massachusetts

## Partner Organizations



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

# Implementation

## Massachusetts Healthy Aging Collaborative

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.


### Community Profiles

MASSACHUSETTS HEALTHY AGING COMMUNITY PROFILE

**Boston (Suffolk)**

This is a summary profile for the city of Boston. Boston is the state capital and population hub for the Commonwealth of Massachusetts.

Please see the 16 Community Profiles for individual Boston neighborhoods: East Boston, Charlestown, South Boston, Central Boston, Back Bay-Beacon Hill, South End, Fenway/Kenmore, Allston-Brighton, Jamaica Plain, Roxbury, North Dorchester, South Dorchester, Mattapan, Roslindale, West Roxbury and Hyde Park.



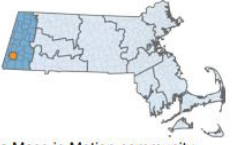
**TUFTS Health Plan FOUNDATION**

POPULATION CHARACTERISTICS	COMMUNITY ESTIMATE	STATE ESTIMATE
Total population all ages	617,594	6,547,629
Population 60 years or older as % of total population	14.2%	19.2%
Total population 60 years or older	86,663	1,249,723
Population 65 years or older as % of total population	10.1%	13.7%
Total population 65 years or older	61,351	891,303
% 65-74 years	51.3%	49.8%
% 75-84 years	33.1%	34.3%
% 85 years or older	15.6%	15.8%
Gender (65+ population)		
% female	60.0%	58.5%

MASSACHUSETTS HEALTHY AGING COMMUNITY PROFILE

**Great Barrington (Berkshire)**

Great Barrington is a rural town in western Massachusetts with 1,377 residents aged 65 and older. Great Barrington is very walkable with a walkscore of 85/100. Compared to state averages, older residents of Great Barrington do better on many healthy aging indicators with lower rates of COPD, hypertension, ischemic heart disease, congestive heart failure, rheumatoid arthritis/osteoarthritis, and colon cancer; however, they have higher rates of prostate cancer and osteoporosis. They have fewer annual hospital stays and take less prescription medication, but have a greater than average number of emergency room visits. Community resources to promote healthy aging include a Council on Aging, a Cultural Council, lifelong learning opportunities/area colleges, and is a Mass in Motion community.



**TUFTS Health Plan FOUNDATION**

POPULATION CHARACTERISTICS	COMMUNITY ESTIMATE	STATE ESTIMATE
Total population all ages	7,104	6,547,629
Population 60 years or older as % of total population	25.4%	19.2%
Total population 60 years or older	1,808	1,249,723
Population 65 years or older as % of total population	19.3%	13.7%
Total population 65 years or older	1,377	891,303
% 65-74 years	38.3%	49.8%
% 75-84 years	43.4%	34.3%
% 85 years or older	18.3%	15.8%
Gender (65+ population)		
% female	59.7%	58.5%

<https://mahealthyagingcollaborative.org/data-report/explore-the-profiles/community-profiles/>

# Implementation

## Dementia Friendly Massachusetts



**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>



# Implementation

## Healthy Living Center of Excellence

The Healthy Living Center of Excellence (HLCE) 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.

The screenshot displays the website for the Healthy Living Center of Excellence. The header includes the logo, navigation links (Home, Participant Champions, Leaders Training Opportunities, Leaders Information), a phone number (978-946-1211), and a 'MAKE A REFERRAL' button. The main content area features a section titled 'The Diabetes Prevention Programs' with a description and a 'LEARN MORE' button. Below this are three smaller sections: 'Programs', 'About Us', and 'Programas en Español', each with a photo and a 'READ MORE' button.

<http://www.healthyliving4me.org/>


# Overview of Community Work

## Age-Friendly Communities

What can we do to make Boston a more age-friendly city?

Come to a **North End** LISTENING SESSION to have your voices heard!

**Age-Friendly Boston**




WHEN:  
Wednesday, October 21st

WHERE:  
The Mariner's House  
11 North Square,  
North End, MA 02111

TIME:  
5:30pm to 7:00pm

RSVP:  
Andrea Burns 617-635-6877  
andrea.burns@boston.gov


*@premiercityandforseveral*



Age-Friendly Boston is an initiative of the Mayor's Office of Elder Affairs in partnership with AARP and the Elder Justice Commission/Office.

**AGE-FRIENDLY BOSTON ACHIEVEMENTS**

**Year 1**



CITY of BOSTON

Mayer Martin J. Walsh  
Commission on Affairs of the Elderly

CITY of BOSTON

for all ages  
**Salem**

**Age Friendly Berkshires**

**“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.**

# Overview of Community Work

## Dementia Friendly Communities

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.

### Making Connections Memory Café of Worcester

Join us for conversation, entertainment, activities, and refreshments every month!

- What is a Memory Café?**
- Memory Café is a monthly gathering of individuals with memory loss along with their caregivers, and/or friends and family in a safe, supportive and engaging environment.
  - The café is open to anyone in the community, at any stage of the disease process.
  - It is a time to socialize, enjoy each other's company and have a good time.
  - The goal is to make every guest feel as comfortable as possible.
  - A memory café is not a support group or drop-off respite option.
  - Any guest who requires a personal care attendant must have a caregiver present.



**When:** Third Tuesday of each month  
**Time:** 2:00–3:30pm  
**Location:** Worcester Senior Center  
 128 Providence St  
 Worcester, MA

RSVPs are appreciated but not required. There is no cost to attend.  
 Please Contact: Deb Dowd-Foley at Elder Services of Worcester Area  
[ddfoley@eswa.org](mailto:ddfoley@eswa.org) or 508-756-1545

\* The café is not to be used as a promotion for a commercial enterprise. \*



Funding for this project was provided by the Massachusetts Association of Councils on Aging through a Service Incentive Grant from the Massachusetts Executive Office of Elder Affairs.



Jueves 21 de julio  
a las 1:00 pm

**“Aroma de Café”**

Será un momento para conversar, disfrutar de un rico café y hacer una actividad que le dará a todos la oportunidad de probar algo nuevo y tener algo de diversión. Un lugar acogedor para las personas con problemas de memoria y su cuidador.

Para mas información llamar a  
 Martha Medina o Angie al 978-620-3540  
 Lawrence Senior Center 155 Haverhill St.

# 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**

# Lessons Learned

- 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**