



Executive Office of Elder Affairs

RESPECT INDEPENDENCE INCLUSION

ReiMagine Aging: A Movement

2008: Tufts Health Plan Foundation founded with a focus on healthy aging

2012: Tufts Health Plan Foundation partners with UMass Boston to produce Healthy Aging Data Report and MHAC is officially launched

2015: Age-Friendly MA Summit with 400 thought leaders

2017: AARP launches Community Challenge to fund local Age Friendly work

2017: Start of Age-Friendly Universities and Health Systems in MA

2017: Governor's Council to Address Aging in MA established under Executive Order 576

2018: Governor's Council to Address Aging in MA releases blueprint recommendations

10+ Years in the Making

2011: First Memory Café in Massachusetts meets in Marlborough

2014: Dementia Friendly Massachusetts launched

2014: Three Massachusetts communities join Age-Friendly Network (AARP or WHO)

2015/2016: LGBT Aging Commission and Elder Economic Security Commission submit reports

2017: Governor Baker is the first Governor in MA to discuss aging in the State of the Commonwealth

2018: MA receives AARP Age-Friendly State Designation

2019: MA submits *ReiMagine Aging*, the Commonwealth's Age-Friendly Action Plan to AARP

Top Ten Questions

FINANCIAL

1. Will I be able to afford accessible housing and services?
2. Will my community have adequate, affordable and accessible transportation?
3. Will I be able to pay for all my expenses?
4. Will I be able to keep working and to get job training or career support if I need it?
5. How can I avoid scams and financial exploitation so that I don't lose my life savings?

HEALTH

6. Will I be able to find well-trained and professional home care workers if I need them?
7. How will I be able to find a nursing home that delivers high quality care if I need one?
8. Will I develop dementia? How will we take care of all the people who have it?

GETTING THE HELP I NEED

9. How can I take care of my own needs while caring for my loved one?
10. How can I access information and resources on aging services?

Vision loss Purpose
Mental health Information
Stay in home Respect
Independence Connection
LGBT
Assisted living Caregiver Accessible
services Affordable Isolation
Grief Transportation
Hearing loss Elder abuse Health
Jobs Housing Planning
Economic security Choice
Ageism Dementia

Governor Baker's Challenge



“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

– Governor Charles D. Baker, 2018 –

Governor's Council to Address Aging

Aspirational Future State

All Massachusetts communities are considered age-friendly

Aging is considered an asset and is embedded in all policies

Massachusetts is the Silicon Valley of innovation in aging and exports knowledge and services

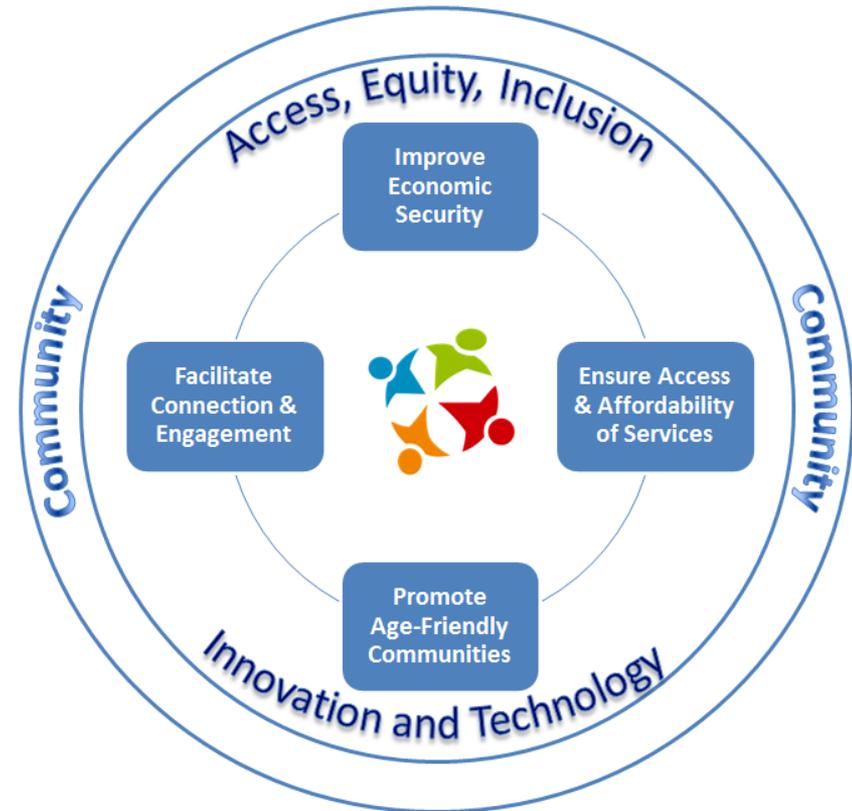
Continuum of long-term care services is reimagined and integrated

People of all ages have access to health and social supports and disparities are reduced

People proactively plan for a 100-year life

Residents have the resources to live a meaningful life in the community they choose

Framework



Governor's Council to Address Aging*

Employment



Promote the value of older workers and encourage businesses to be Age-Friendly

Caregiving



Partner with employers to strengthen support of family caregivers in the workplace

Transportation



Address upstream determinants, improve the built environment, and increase access to services

Housing



Help older adults age in community by increasing access to housing and providing supportive services

Innovation & Technology



Amplify cross-sector collaboration and harness the longevity economy to find innovative solutions

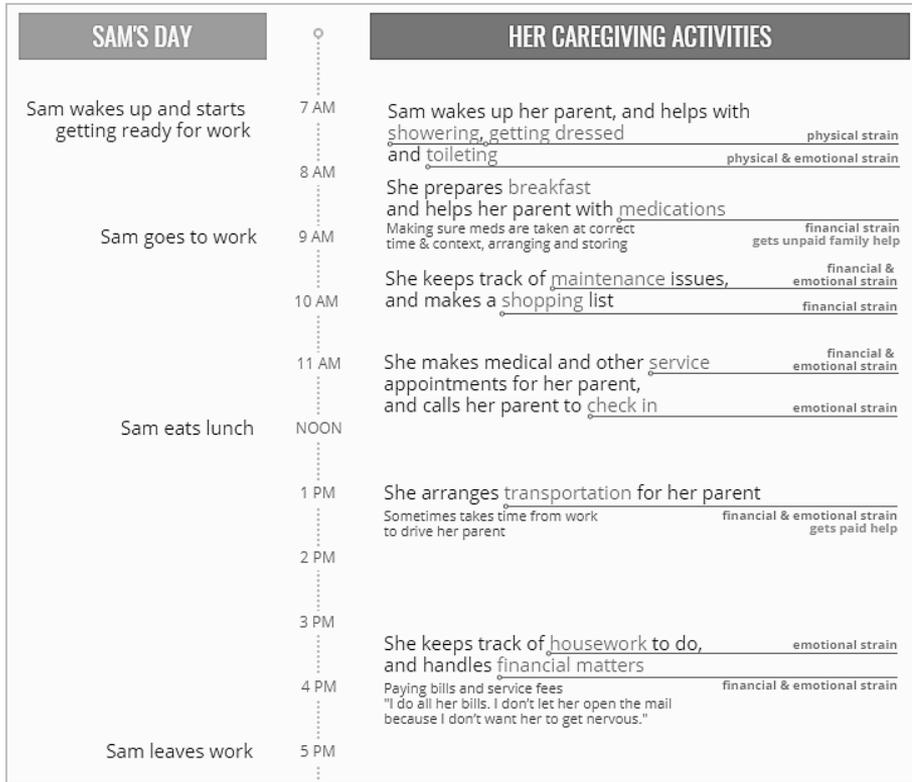
Family Caregivers



Caregiving Statistics:

- **16.6% of Americans** (39.8 million caregivers) provide care for an adult (18+) living with a disability or illness
- Caregivers **caring for a spouse** are often older and spend approximately **47 hours per week** on caregiving tasks
- **60% are employed**; more than half work full-time
- **40% of caregivers are men**
- **16.8 million people** are caring for **children under 18 years old with special needs**
- **1 in 3 young people** (ages 18-39) provide unpaid care to an adult relative or friend

Working and Caregiving



<http://agelab.mit.edu/sites/default/files/caregiving/>

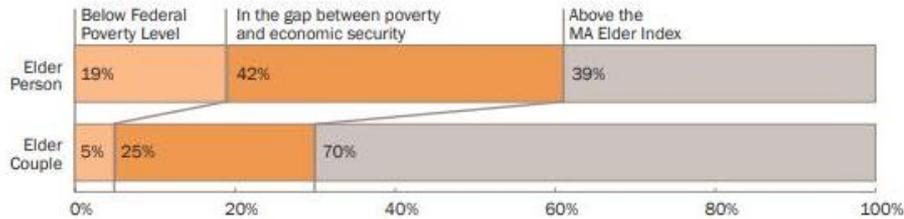
Common Trends:

- **Hesitate to tell their supervisor or colleagues** about caregiving responsibilities, resulting in poor work-life balance
- **Turn down projects or promotional opportunities** due to time concerns, resulting in stunted professional attainment
- **Experience stress, depression, and fatigue**, resulting in lower productivity and earlier exit from the workforce
- **Spend time during business hours on caregiving tasks**, often resulting in strained employer-employee relations

Economic Security

Many older adults in Massachusetts face economic insecurity.

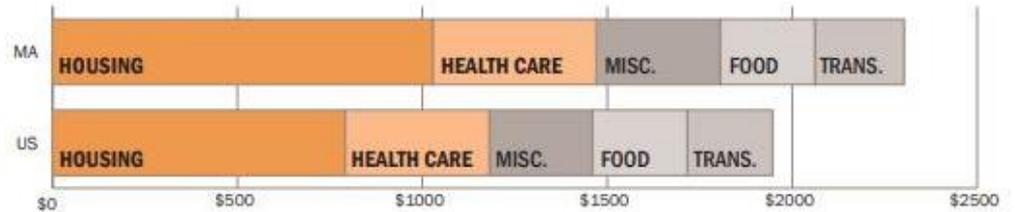
42% of single older adults and 25% of couples are not poor enough to qualify for many programs and services, but do not have enough money to make ends meet.



In Massachusetts, 42% of single older adults and 25% of couples do not have incomes low enough to qualify for many programs and services, but do not have enough money to make ends meet.

Almost 75% of Social Security recipients over the age of 65 depend on Social Security for all or most of their monthly income.

Housing and health care are the biggest expenses in Massachusetts and throughout the U.S.



Monthly expenses for a single renter in Massachusetts and an average single renter in the U.S.

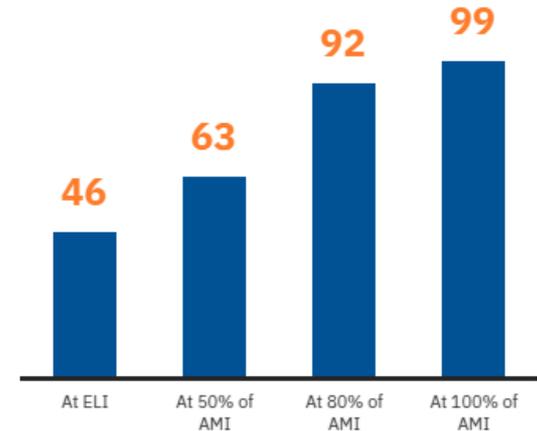
Housing and Services

80% of an individual's health is due to their environment, including where they live

Demonstrated Correlation Between Housing and Healthcare Savings

- *Chicago*: Average monthly healthcare cost per person experiencing chronically homelessness dropped 18% after they were provided with permanent housing
- *NYC*: Older people in housing with services were 51% less likely to be hospitalized and if hospitalized, spent less time in the hospital than a comparison group
- *Leading Age*: The availability of an on-site service coordinator at federally subsidized senior housing reduced the odds of having a hospital admission among residents by 18%

AFFORDABLE AND AVAILABLE HOMES PER 100 RENTER HOUSEHOLDS



Source: NLIHC tabulations of 2017 ACS PUMS

Transportation and Mobility

Transportation Challenges for Older Residents and Caregivers

- Older residents are outliving their ability to drive safely by an average of 7 to 10 years.
- 78% of caregivers provide or arrange for rides for their loved ones.
- Older residents over the age of 65 and who no longer drive make 15 percent fewer trips to the doctor, 59 percent fewer trips to shop or eat out, and 65 percent fewer trips to visit friends and family, than drivers of the same age.

Innovative Transportation Opportunities for Older Residents and Caregivers



Northern Essex Elder Transport, Inc.



Thinking Differently & Reframing Aging

Getting Advertisers To Think Differently About Aging

Truth About Aging Report:

Survey of 24,000 people in 28 markets around the world

Age is becoming a less reliable indicator of just about anything. You can't reliably say that at X age you have 'this' style or health or ambition or success or aspirations or relationships or family structure. There are style icons in their 90s; you have billionaires who are 25. People are dating in nursing homes.....

If you boiled down the findings to a five-second headline, it would be: **Aging Isn't Just for the Old and Living Isn't Just for the Young.**

The Glamorous Grandmas of Instagram

The subversive cadre of women over 60 prove that "old" is not what it used to be.



“I’m not 20. I don’t want to be 20, but I’m really freaking cool. That’s what I think about when I’m posting a photo.”

Age-Friendly Massachusetts

Community-Led Age and Dementia Friendly Efforts



Age-Friendly Businesses

Dementia Friendly Massachusetts



Feedback and Input from Stakeholders



Massachusetts Healthy Aging Collaborative (MHAC and Multicultural Coalition on Aging)



Governor's Council to Address Aging in Massachusetts



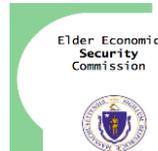
Cross-Sector Partnerships and Collaboration



Input from 500+ Residents Across Massachusetts



State Commissions on Issues Critical to Older People



Sector-Specific Age-Friendly Initiatives



ReiMAGine Aging:

Planning Together to Create an Age-Friendly Future for Massachusetts

Age-Friendly Massachusetts

Mission

To amplify, align, and coordinate local, regional, and statewide efforts to create a welcoming and livable Commonwealth as residents grow up and grow older together.

Vision

Aging in Massachusetts is reimagined.

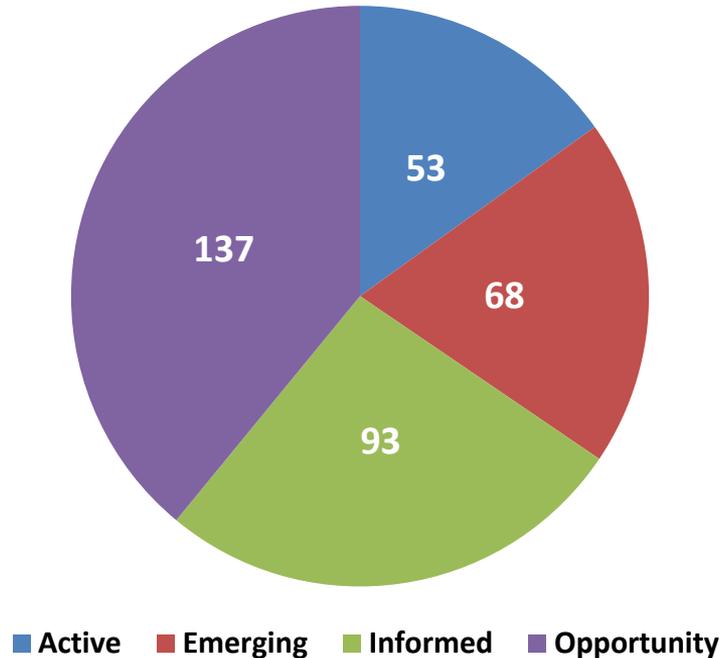
The Commonwealth is an accountable partner in supporting communities, embedding aging in all policies, and empowering residents with opportunities to age meaningfully in the communities of their choice.

Goals

1. Deepen Community Initiatives
2. Promote Information and Communication
3. Reframe Aging
4. Embed Aging in Policy and Practice
5. Improve Economic Security
6. Create Sustainability

Community Initiatives

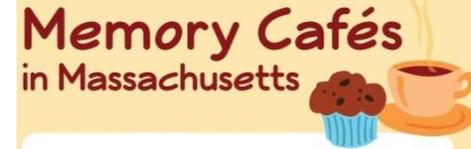
Age-Friendly Municipalities in Massachusetts



Dementia Friendly Massachusetts



- ✓ Over 160 cities and towns in Massachusetts are engaged in dementia friendly activities



- ✓ 106 Memory Cafés across Massachusetts to support individuals living with dementia and their caregivers



- ✓ 17 active Villages in Massachusetts and 12 Villages in development

Age-Friendly Highlights

State Level

Age- and Dementia-Friendly Best Practices Included in Community Compact Program



Business Community and EOHHS Engaged in Supporting Working Family Caregivers



Integrated Age- and Dementia-Friendly Toolkit Presented to Nationwide AARP Volunteer Audience



Four Winners Selected from 60+ Entrants for *In Good Company Optimal Aging Challenge*



State Legislation and Budget Proposal Filed to Advance Age-Friendly Goals



MassHire Agency Staff Trained on the Benefits and Skills of Older Workers



Increased Awareness of Age- and Dementia-Friendly Initiatives at Conferences



Age-Friendly Highlights

Local Level

**Topsfield Fair Trained
Volunteers as Dementia
Friends**



**Northampton Neighbors
is Village with neighbors
helping each other with
daily tasks**



**Springfield and PVTA
improved bus stops to
increase ridership**



**Great Barrington
Complete Streets Grant
for Sidewalk Extensions
and Curb Ramps**

\$222,000 grant a step in right
direction for Main Street in
Housatonic

**Essex and Cape Ann
Selected as First Age-
and Dementia-Friendly
Community Compact**



**City of Boston as an
Example of Reframing
Aging in Action**



**Brookline Launches Age-
Friendly Businesses
Starting with Coolidge
Corner Shopping District**



Potential MLCRA Role

- **Get involved** with the local Age or Dementia Friendly movement
- Encourage organizations and leaders to focus on the language used and **reframe the conversations about aging**
- Support **neighbor to neighbor support** for both transportation and caregiving responsibilities
- Ensure programs are **inclusive and welcoming** of all populations
- **Highlight and share** innovative best practices
- Review Age-Friendly Massachusetts Action Plan and **add your local initiatives**

THANK YOU

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