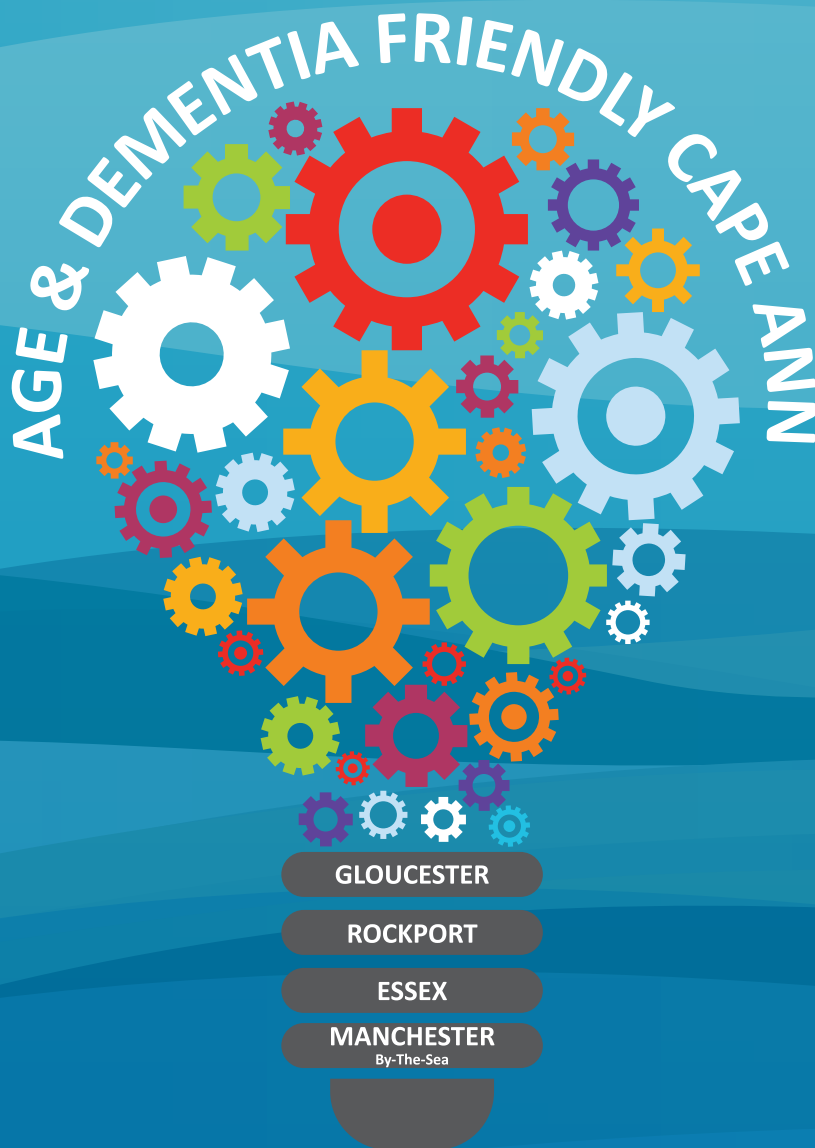


Age & Dementia Friendly Cape Ann

# Action Plan

Presented: May 1, 2019



[www.ADFCA.org](http://www.ADFCA.org)

## INTRODUCTION

### Age & Dementia Friendly Cape Ann Mission

Age & Dementia Friendly Cape Ann (ADFCA) takes intentional steps to create a supportive, welcoming environment where all residents, regardless of age, gender, ethnicity, health status, or socio-economic background can thrive.

### What are Age and Dementia Friendly Communities?

We are experiencing a global demographic shift, we are living longer and often healthier, lives. This exciting change creates both opportunities and new challenges. A response to this change has been the development of the Age and Dementia Friendly movements. These initiatives work to foster communities that recognize older adults and those with dementia as valued members of the community and assist people of all ages and abilities to actively participate in all aspects of their community. Movements to make communities more age and dementia friendly benefit all and improve the quality of life for every resident, regardless of age.

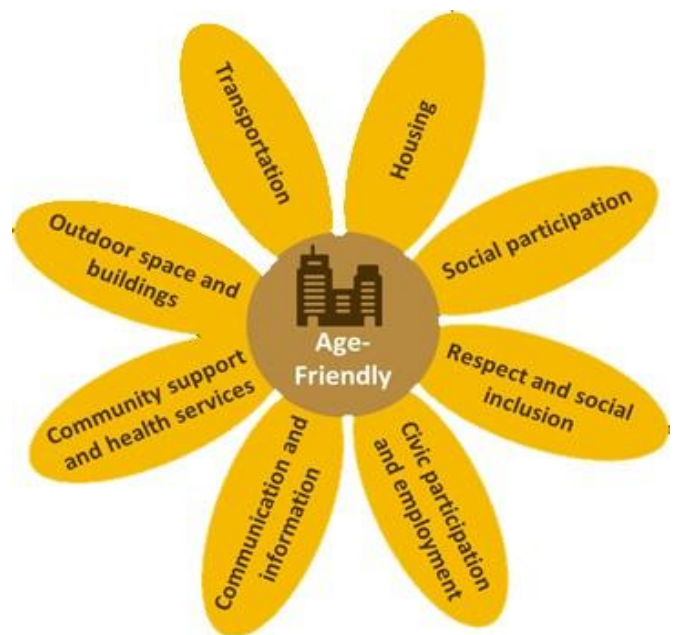
### Age Friendly

The World Health Organization (WHO) Age-friendly movement is a world-wide initiative launched to help communities plan for population aging in an intentional way. As of early 2019, the WHO Global Network for Age-friendly Cities and Communities included 833 communities in 41 countries, covering over 229 million people worldwide (<https://extranet.who.int/agefriendlyworld/who-network/>).

In the United States, the AARP Network of Age-Friendly Communities, also referred to as livable communities, is an affiliate of the WHO's Age-Friendly Cities and Communities Program. In 2018 Governor Charlie Baker announced that Massachusetts would be the second state in the country to join the network of Age-Friendly States, signaling a state level of commitment to improving community life for older adults.

The Age-friendly framework is a continuous improvement process that includes repeated community level needs assessment, collective planning, action, and evaluation. The WHO Age-friendly initiative lays out eight domains of community life that impact individuals' ability to thrive in their community (see figure 1).

**Figure 1: Age-friendly Domains**



Reproduced from the Boston Design for Aging Committee

More information on the WHO Age Friendly movement can be found at: <https://extranet.who.int/agefriendlyworld/>. More information on the AARP Age Friendly movement can be found at: <https://www.aarp.org/livable-communities/network-age-friendly-communities/>.

### Dementia Friendly

Like the WHO's Age-friendly communities initiative, Dementia Friendly America (DFA) was established to ensure that individuals living with dementia and their care partners are able to engage to the fullest extent possible with all aspects of their communities. The Dementia Friendly America network seeks to assure that member communities are equipped to support people living with dementia as well as their care partners and families.

A dementia friendly community allows people living with dementia and those who care for them to engage fully in a community that is informed and safe. Because every part of a community plays a unique role in residents' lives, DFA lays out a framework by which all aspects of community life are addressed (Figure 2).

**Figure 2:** Dementia Friendly: Cross-Sector Approach



Reproduced from ACT on Alzheimer's® developed tools and resources.  
<http://www.actonalz.org/dementia-friendly-toolkit>

More information on Dementia Friendly America can be found at: <https://www.dfamerica.org/>.

More information on Dementia Friendly Massachusetts can be found at:  
<https://mcoaonline.com/programs/dementia-friendly/>

## **AGING ON CAPE ANN**

The region of Cape Ann includes the Towns of Rockport, Essex and Manchester-by-the-Sea (hereafter referred to as Manchester) and the City of Gloucester. Cape Ann's four coastal communities are linked by geography and existing regional operations, many serving multiple communities on Cape Ann. From transportation to health resources, arts institutions to veteran's services, residents of Cape Ann are connected in many ways.

American Community Survey (ACS) demographics indicate that the population of Cape Ann as of 2016 was approximately 46,000. Of the four communities, Gloucester has the largest with a population of 29,546, followed by Rockport at 7,167, Manchester with 5,321, and Essex with an estimated 3,632 residents. Of those residents, nearly one in three is age 60 or older (*ACS, 2012-2016, Table B01001*).

Most homes on Cape Ann are owner-occupied by year-round residents and a higher proportion of homeowners are older residents. A majority of homeowners on Cape Ann are older adults, with nearly 53% of homeowners aged 60 or older (*ACS, 2012-2016, Table B25007*).

We are living longer and in many cases experiencing longer retirements than any previous generation. Growth in the region's older adult population is expected to continue with projections suggesting that older adults will represent over 40% of the region's population by 2030. In Rockport that statistic will be even more dramatic, with nearly 50% of residents projected to be age 60+.

## **History of Age & Dementia Friendly Cape Ann**

### About SeniorCare

Founded in 1972 as a 501c3 non-profit corporation, SeniorCare is a federally designated Area Agency on Aging (AAA) and a state designated Aging Service Access Point (ASAP). SeniorCare serves 9 communities in the region, including the four communities of Cape Ann.

SeniorCare is a community organization that provides a one-stop portal for information and services to elders and adults with disabilities for the Greater North Shore and Cape Ann. SeniorCare provides needed services such as homecare, caregiver support, nutrition services (including home delivered meals, senior dining sites, and nutrition counseling),, options counseling, transportation, nursing home ombudsman support, money management,

protective services, Medicare & Medicaid insurance counseling,, preventative health programming, and other programs meant to help people stay in their homes and promote quality of life.

### Establishment of Age & Dementia Friendly Cape Ann

With financial support of the North Shore Community Health Network, the Center for Social and Demographic Research on Aging at University of Massachusetts Boston was contracted to conduct a regional community needs assessment as a first step in the work of Age & Dementia Friendly Cape Ann (ADFCA). The assessment process identified ways in which Cape Ann is already an age- and dementia-friendly area, and suggested ways in which it could improve. Components of the research included a demographic profile of the region, community forums, key informant interviews, and focus groups to draw upon insights from the community.

ADFCA also undertook a regional survey to further seek out resident input on the strengths and challenges of the region relating to the needs of older adults and those living with dementia. This paper and online survey was distributed to a random sample of residents by mail and distributed widely with the support of community agencies and partners.

Through a generous grant from the Tufts Health Plan Foundation, Age & Dementia Friendly Cape Ann (ADFCA) was established with SeniorCare Inc. acting as the convener, working closely with the four communities of Cape Ann.

### **Structure of ADFCA**

ADFCA is a unique initiative, differentiated by several key factors.

#### Regional

The four communities of Cape Ann are geographically linked and already share a number of established regional operations. Among the entities working in a regional capacity on Cape Ann are the Cape Ann Regional Transit Authority (CATA), Cape Ann Veteran's Services, the Open Door, Cape Ann Mass in Motion, Cape Ann YMCA, Cape Ann Chamber of Commerce, and SeniorCare Inc.

The four communities have an already established precedent of working together, ADFCA strives to build upon these existing regional networks in order to foster a more age and dementia friendly region.

#### Convening agency:

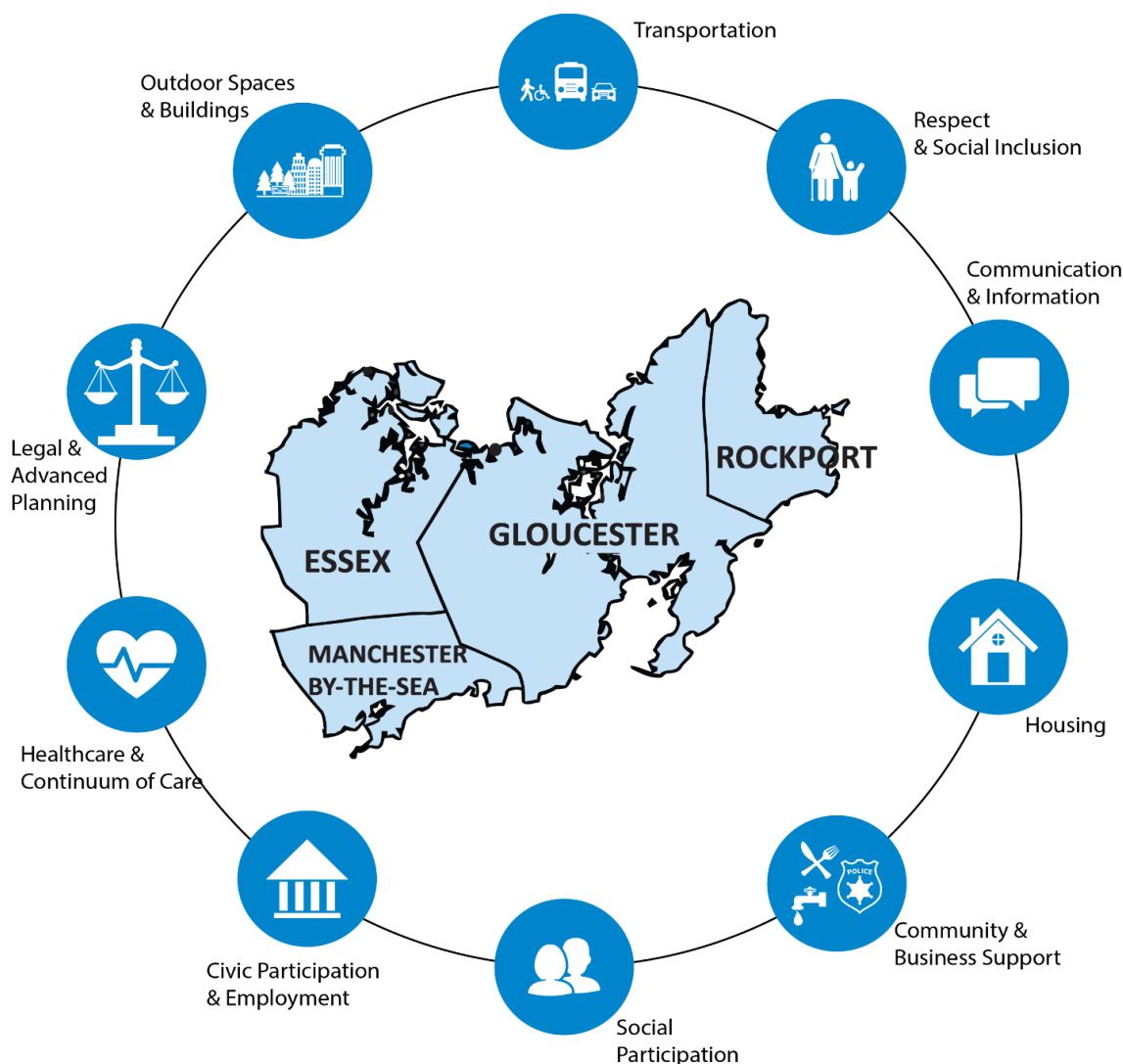
SeniorCare Inc. is a federally designated Area Agency on Aging and state designated Aging Services Access Point. While Age Friendly and Dementia Friendly initiatives are typically housed within municipalities, SeniorCare is uniquely positioned to approach this movement in a regional way.

### Integrated approach:

ADFCA chose to pursue a combined age and dementia friendly agenda at the outset. Merging age friendly and dementia friendly efforts allows ADFCA to simultaneously address the needs of both groups which often overlap with each other and other age groups.

In an effort to structurally integrate the Age and Dementia Friendly initiatives, ADFCA chose to create a single framework utilizing the Age-friendly Domains and Dementia Friendly Sectors. This framework, called the ADFCA Areas of Focus, is the framework by which ADFCA's work will be organized (Figure 3).

**Figure 3:** Ten Areas of Focus for Age & Dementia Friendly Cape Ann



## **Developing our Action Plan**

The Age-friendly and Dementia Friendly frameworks outline a multi-year process by which communities can become age and dementia friendly. Assessment of community strengths and challenges is the first step in this process.

In an effort to understand strengths and challenges for Cape Ann, ADFCA conducted a thorough community assessment. Through a partnership with the Center for Social & Demographic Research on Aging at the University of Massachusetts Boston community forums, focus groups, and key informant interviews were conducted.

A community forum was held in each of the four communities of Cape Ann. The purpose was to educate attendees on the initiatives and gather their feedback on the needs and strengths of their communities. Four focus groups were conducted in an effort to hear from different segments of the region including older adults, care partners, representatives from business and non-profit groups, municipal staff members, and other residents. Key informant interviews were conducted with community leaders from each of the four communities and from the local hospital to provide further information.

In addition to the partnership with UMass Boston, ADFCA conducted a written and online survey of Cape Ann residents. A large and diverse group of residents took part in the survey and ADFCA partnered with a wide array of stakeholders in order to distribute the survey including Councils on Aging, municipal leadership, Veterans Services, food pantries, health providers, volunteer groups, libraries, and the Cape Ann YMCA.

The ADFCA Steering Committee was tasked with developing the Action Plan. The Steering Committee membership includes older adults, care partners, local service providers, business leaders, and municipal representatives, all of whom have special knowledge about the ADFCA Areas of Focus. Feedback was also sought from municipal leadership, particularly Council on Aging directors.

# Action Plan

The Age & Dementia Cape Ann (ADFCA) Action Plan represents a broad range of goals and potential strategies. This plan attempts to address all aspects of community life and therefore represents varied and diverse areas.

The ADFCA initiative strives to work across four communities with differing structures, norms, and goals. Many of these items are also dependent on resources and collaboration among community partners. As such, ADFCA realizes that not all goals may be achievable in all communities.

This Action Plan is intended to be living document and as such will be reevaluated and adapted based on changing resources, needs, and community goals. Once per year a formal evaluation process will occur to assure that dynamic community needs are being addressed.

## 5 GUIDING THEMES

The community assessment process brought to light five themes that thread through the ADFCA 10 Areas of Focus. These themes cross-cut many of the needs identified for Cape Ann and were used to guide the development and implementation of the ADFCA Action Plan.

### 1. Reinforcing a Regional Approach

The four communities of Cape Ann are already linked by geography and existing regional operations, many serving multiple communities on Cape Ann. From transportation to health resources, arts institutions to Veteran's services, residents of Cape Ann are already connected in many ways. Fostering a more Age and Dementia Friendly Cape Ann will be bolstered by finding ways for the four communities to work together to make improvements across sectors and municipalities. This work will include increasing collaboration across communities while centralizing and diversifying information and communication.

### 2. Education

At the core of an Age and Dementia Friendly community is the assurance that all community members, regardless of age and abilities, can engage with and are supported by their community. Raising awareness and a deeper understanding of aging, ageism, and dementia is a key component to making our communities more Age and Dementia Friendly. It is also critical that individuals be informed and prepared for their own changing needs as they age. The work of education cuts across our 10 Areas of Focus and will serve to reinforce our work in each area.



### **3. Intergenerational Connections**

It has been said that a community that works well for older adults and for children works well for everyone. Efforts to improve our community for older adults and those living with dementia will have a positive impact for residents of all ages. Intergenerational programming and education can help develop a culture of respect that cuts across age, decreases social barriers between generations, addresses the desire of older adults to age in place, and allows communities to tap into the talents, time, and energy of their older residents.

### **4. Caregiving**

The ADFCA community assessment process indicated the needs of caregivers to be high in our community. By its nature, caregiving touches on all aspects of community life and these needs cut across our 10 Areas of Focus. From information needs to healthcare, transportation to social participation, caregivers must navigate numerous systems. ADFCA will direct special attention to the needs of caregivers in all of our Areas of Focus.

### **5. Veterans**

A significant proportion of older adults are veterans or spouses of veterans. While the needs of older adult veterans are similar to the needs of older adults as a whole, the barriers and resources available can be unique. ADFCA will assure that veterans remain a part of the conversation in each Area of Focus.

## TRANSPORTATION

### We heard:

- ☐ Public transportation on Cape Ann is an asset but there are challenges associated with the current systems. Different levels of service are provided by CATA to three of the Cape Ann communities. For example, limited fixed route service is provided seasonally in Essex. Manchester is not currently a member of CATA and does not receive CATA services.
- ☐ Many transportation systems function in “silos” either by community and/or provider. The pieces do not effectively work together. Municipalities do not coordinate transportation programs thus sharing the cost associated with providing this service (i.e., driver, vehicle).
- ☐ Information about transportation options is fractured, Cape Ann is lacking a centralized source for information on transportation. Many residents are not aware of all the options that are available to them.
- ☐ Many public and volunteer transportation options are not available to older adults in evenings or on weekends. One key informant described people who rely on these services to get around as “half time citizens” due to the limited schedule.
- ☐ There is a heavy reliance on volunteer transportation systems including services provided by Councils on Aging (COAs), Cape Ann Veterans Services, and/or SeniorCare’s volunteer medical transportation program. Volunteer transportation has limited capacity and finding volunteer drivers proves challenging.
- ☐ Medical transportation to destinations not on Cape Ann can prove hard to find, trips to Boston or the VA Health Centers can be difficult to schedule.

### We envision:

Cape Ann will have regional transportation that is flexible, efficient, diversified, and responsive to all ages.

### Action items:

- ☐ **Action Item 1:** Convene a transportation work group representing key stakeholders from each community and transportation providers.
- ☐ **Action Item 2:** Conduct a community inventory of existing transportation options on Cape Ann to better identify gaps and advocate for needed services.
- ☐ **Action Item 3:** Conduct a regional transportation forum
- ☐ **Action Item 4:** Improve older adults’ knowledge of existing transportation options.

<b>Long term vision:</b> Cape Ann will have regional transportation that is flexible, efficient, diversified, and responsive to all ages.		
<b>Action Item</b>	<b>Action Step</b>	<b>Year</b>
Convene a transportation work group representing key stakeholders from each community and transportation providers.	<ul style="list-style-type: none"> <li>a. Explore transportation options for evenings and weekends</li> <li>b. Review viability of volunteer transportation programs (liability, volunteer driver availability, coverage area)</li> <li>c. Explore alternative transportation models</li> <li>d. Review new technologies</li> <li>e. Investigate ways to demonstrate usage to support adding additional transportation</li> <li>f. Investigate if and how municipalities can combine transportation programming</li> </ul>	1 - 2
Conduct a community inventory of existing transportation options on Cape Ann to better identify gaps and advocate for needed services.	<ul style="list-style-type: none"> <li>a. Identify existing transportation systems</li> <li>b. Identify the integration points of transportation systems</li> <li>c. Identify gaps in transportation systems</li> <li>d. Identify transportation linkages that can improve the connectivity of Cape Ann communities.</li> </ul>	1
Conduct a regional transportation forum	<ul style="list-style-type: none"> <li>a. Ensure participation from all regional stakeholders</li> </ul>	2
Improve older adults' knowledge of existing transportation options.	<ul style="list-style-type: none"> <li>a. Utilizing information from community inventory, create a single report on transportation options</li> <li>b. Disseminate transportation information widely, via multiple media</li> </ul>	2-3

# HOUSING

## We heard:

- ☐ Residents expressed concern over economic security, especially as it relates to housing. Of survey respondents, 57% indicated that housing costs were a concern to them as they age, 65% indicated the cost of utilities was a concern and 61% indicated that the cost of property taxes was a concern.
- ☐ There is a lack of affordable housing on Cape Ann, for older adults and for young professionals and families alike. Wait lists for existing affordable housing are long. Of survey respondents, 48% indicated that there are not sufficient affordable housing options in their community
- ☐ Finding appropriate and affordable home repair services to fix both minor and major issues was a concern for older adult home owners.
- ☐ There are limited options for older adults who want to downsize or cannot safely remain in their own home as they age.
- ☐ While three skilled nursing facilities are located on Cape Ann, there is no local intermediate housing options with supports and services available such as Assisted Living. Of survey respondents, 72% indicated that housing with supports and services needs to be developed to allow residents to remain on Cape Ann as they age.

## We envision:

Cape Ann will have housing that is affordable, designed to accommodate a range of needs, and with a continuum of options available.

## Action items:

- ☐ **Action Item 1:** Convene a housing work group representing key stakeholders from each community.
- ☐ **Action Item 2:** Conduct a community inventory of existing housing options on Cape Ann to better identify gaps and advocate for needed services. Explore options and needs on a regional and community specific basis.
- ☐ **Action Item 3:** Research innovative housing models and financing options that may improve housing on Cape Ann Investigate viability of “creative” options to address needs such as intergenerational roommates, tiny homes, and the Village model.
- ☐ **Action Item 4:** Advocate for more affordable housing: Mobilize community leadership to advocate at the state level, utilize ties with the Commonwealth to look at funding issues, and investigate alternative options while waiting for more affordable housing.
- ☐ **Action Item 5:** Support older adults’ ability to age in place, advocate for creative ways to maintain and adapt homes

<b>Long term vision:</b> Cape Ann will have housing that is affordable, designed to accommodate a range of needs, and with a continuum of options available.		
Action Item	Action Step	Year
Convene a housing work group representing key stakeholders from each community.	<ul style="list-style-type: none"> <li>a. Identify housing issues, including zoning and other impediments to development</li> <li>b. Investigate how to impact change that is not “brick and mortar” dependent (i.e., preserving tenancy, rent support, home maintenance support)</li> <li>c. Research innovative housing models and financing options that may improve housing on Cape Ann</li> <li>d. Engage with community leadership to advocate at state level</li> </ul>	1-2
Conduct a community inventory of existing housing options on Cape Ann.	<ul style="list-style-type: none"> <li>a. Identify existing housing stock</li> <li>b. Identify housing gaps</li> <li>c. Explore options and needs on a regional and community specific basis.</li> <li>d. Disseminate information on housing currently available</li> </ul>	1
Research innovative housing models and financing options that may improve housing on Cape Ann.	<ul style="list-style-type: none"> <li>a. Explore how in home supports and new technologies can be utilized to help people stay in their homes as they age.</li> <li>b. Identify current gaps in housing systems and best practices</li> <li>c. Identify current gaps in financing options and investigate best practices</li> </ul>	1-2
Advocate for more affordable housing	<ul style="list-style-type: none"> <li>a. Engage with community leadership to advocate at state level</li> <li>b. Utilize existing ties with the Commonwealth to look at funding issues</li> </ul>	1-3
Support older adults’ ability to age in place, advocate for creative ways to maintain and adapt homes	<ul style="list-style-type: none"> <li>a. Investigate options to mitigate costs (i.e., fuel assistance, tax deferral program).</li> <li>b. Encourage intergenerational volunteerism to provide assistance with home maintenance tasks such as shoveling and leaf removal</li> <li>c. Examine how the use of technology may allow people to stay in their home as they age</li> </ul>	1-3

	<p>d. Encourage education regarding common home adaptive needs for individuals aging in place</p> <p>e. Disseminate information on supports available to older adults to maintain homes or apartments and age in place.</p>	
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## COMMUNICATION & INFORMATION

### We heard:

- ☐ There is uneven and disconnected communication across the region which inhibits the dissemination of necessary and useful information to residents.
- ☐ Municipalities on Cape Ann operate in relative “silos” with inadequate information sharing. The close geographic proximity provides opportunities for coordination around available programs, resources, and events.
- ☐ COAs were identified specifically as an area in which regional communication strategies would benefit all, particularly around calendars of events.
- ☐ Centralizing and streamlining information about human services organizations, particularly those geared toward older adults and those with disabilities, would be helpful as information is currently fractured.
- ☐ Information must be shared through a variety of media including online, newspapers, and newsletters.

### We envision:

Cape Ann will have a regional communication strategy that engages with community members of all ages through multiple systems.

### Action items:

- ☐ **Action Item 1:** Establish a working group to develop best practices
- ☐ **Action Item 2:** Review current systems and investigate best practices to better streamline information systems
- ☐ **Action Item 3:** Review and determine communications best practices
- ☐ **Action Item 4:** Develop a regional, centralized marketing plan

<b>Long term vision:</b> Cape Ann will have a regional communication strategy that engages with community members of all ages through multiple systems.		
<b>Action Item</b>	<b>Action Step</b>	<b>Year</b>
Establish a working group to develop best practices	a. Involve input from a wide array of participants including libraries, councils on aging, veterans services organizations, caregivers, and other community providers in this work group	1-2
Review current systems and investigate best practices to better streamline information systems	a. Identify current information delivery systems b. Identify existing centralized portals for information c. Identify communication assets in each community d. Identify gaps in information delivery systems	1-2
Review and determine communications best practices	a. Explore options for a centralized portal in which multiple entities, including private agencies and municipalities, can upload information. b. Analyze marketing research about the communication preferences of older adults.	1-2
Develop a regional, centralized communication plan	a. Explore linking marketing professionals in Cape Ann non-profits to push out information b. Investigate creating a single resource of aging related information for Cape Ann	3

## HEALTHCARE & CONTINUUM OF CARE

### We heard:

- ☐ Residents noted that the costs of healthcare worry them as they age with 62% citing concerns about the overall cost of healthcare, 55% indicating the cost of prescriptions were a concern, and 54% indicating that the cost of personal care concerned them.
- ☐ There is a shortage in the homecare workforce. Homecare is an essential need for many residents and directly impacts their ability to remain in the community as they age.
- ☐ Participants noted particular concern for caregivers, citing a lack of information about existing support groups and respite programs.
- ☐ Caregivers indicate a desire to build informal support networks with other caregivers, outside of formal groups, to support each other.
- ☐ Not all specialists or inpatient care can be accessed on Cape Ann. Many residents have medical appointments or require treatment, such as dialysis, outside of Cape Ann.

### We envision:

Cape Ann will be a community in which residents have knowledge of and access to the healthcare, homecare, respite care, and caregiver support that they need.

### Action steps:

- ☐ **Action Item 1:** Assess current service availability and identify gaps
- ☐ **Action Item 2:** Formulate strategies to increase and enhance the availability of health care and home care services, with a particular emphasis on the needs of care partners and veterans
- ☐ **Action Item 3:** Encourage increased collaboration between and among health care and home care providers
- ☐ **Action Item 4:** Enhance community members' understanding of the continuum of care and provide information on how to best meet their needs
- ☐ **Action Item 5:** Raise awareness of wellness opportunities and understanding of the social determinants of health



<b>Long term vision:</b> Cape Ann will be a community in which residents have knowledge of and access to the healthcare, homecare, respite care, and caregiver support that they need.		
<b>Action Item</b>	<b>Action Step</b>	<b>Year</b>
Assess current service availability, identify gaps	<ul style="list-style-type: none"> <li>a. Catalog existing community services</li> <li>b. Assess current caregiver support and respite programming available.</li> <li>c. Identify gaps, consider non-traditional hours such as evenings and weekends.</li> </ul>	1
Formulate strategies to increase and enhance the availability of health care and home care services, with a particular emphasis on the needs of care partners and veterans	<ul style="list-style-type: none"> <li>a. Convene a meeting of stakeholders to seek input and proposed solutions</li> <li>b. Advocate for additional respite care as needed</li> <li>c. Advocate for additional caregiver support programming as needed</li> <li>d. Investigate demand for non-traditional hours such as evenings and weekends.</li> </ul>	1-2
Encourage increased collaboration between and among health care and home care providers	<ul style="list-style-type: none"> <li>a. Identify service providers, municipal, and non-governmental organizations already working in this sphere</li> <li>b. Convene a meeting of stakeholders to connect silos, reduce redundancies, and deploy resources to address gaps</li> <li>c. Encourage greater communication and support for individuals as they move between agencies</li> </ul>	1-3
Enhance community members' understanding of the continuum of care and provide information on how to best meet their needs	<ul style="list-style-type: none"> <li>a. Explore creating a centralized resource of services across the continuum of care</li> <li>b. Identify gaps in information sharing</li> </ul>	1-2
Raise awareness of wellness opportunities and understanding of the social determinants of health	<ul style="list-style-type: none"> <li>a. Work with existing groups to expand their reach</li> <li>b. Promote successful existing programs, such as a Matter of Balance</li> <li>c. Encourage new wellness opportunities through partnerships across the region</li> </ul>	1-3

## COMMUNITY & BUSINESS SUPPORT

### We heard:

- ☐ Cape Ann has a strong business community that is engaged with the community.
- ☐ Community supports offered through the four COAs and SeniorCare were cited as assets to the community.
- ☐ Access to a range of fresh food is a challenge in some areas, two Cape Ann communities do not have full-service grocery stores.
- ☐ Care partners noted that many individuals in the community do not have an understanding of dementia and how best to engage with someone living with the disease. They indicated a need for more education and training on the disease, particularly noting front facing staff and emergency responders.
- ☐ First responders reported a desire to be able to identify earlier signs that an individual might be in need of additional help or supports, prior to there being an emergency.
- ☐ First responders indicated that although trainings on best practices for communication with persons with dementia, autism, or other disabilities have been provided, they need to be part of ongoing trainings and evaluations with community efforts.
- ☐ Older adults are particularly at risk for fraud and scams.

### We envision:

Cape Ann will be a supportive community that understands the specific needs of residents of all ages and abilities and promotes quality of life for all residents, regardless of age or health status.

### Action steps:

- ☐ **Action Item 1:** Support Age Friendly and Dementia Friendly customer service
- ☐ **Action Item 2:** Work together with emergency responders to better meet the needs of older adults and individuals living with dementia.
- ☐ **Action Item 3:** Work to assure that all individuals have adequate and affordable access to physical activities to support healthy aging.
- ☐ **Action Item 4:** Enhance the safety of older adults through education and collaboration.

**Long term vision:** Cape Ann will be a supportive community that understands the specific needs of residents of all ages and abilities and promotes quality of life for all residents, regardless of age or health status.

Action Item	Action Step	Year
Support Age Friendly and Dementia Friendly customer service	<ul style="list-style-type: none"> <li>a. Identify or develop high quality training or education materials on the unique needs of older adults, including those with dementia</li> <li>b. Create easily accessible training for front-facing private and municipal staff on age and dementia friendly practices.</li> <li>c. Explore offering an Age and Dementia Friendly business designation for businesses that have adopted age and dementia friendly practices</li> <li>d. Encourage local restaurants to participate in the Purple Table program.</li> </ul>	1-2
Work together with emergency responders to better meet the needs of older adults and individuals living with dementia.	<ul style="list-style-type: none"> <li>a. Work within existing groups, such as the Cape Ann Safety Committee, to identify best practices to work with older who are at risk</li> <li>b. Offer ongoing continuing education training opportunities on dementia for emergency responders.</li> <li>c. Develop emergency preparedness plan focusing on isolated adults and those living with cognitive or physical disabilities.</li> </ul>	1-2
Work to assure that all individuals have adequate and affordable access to physical activities to support healthy aging.	<ul style="list-style-type: none"> <li>a. Assess current options available; review cost associated and barriers</li> <li>b. Support the work of existing movements and groups as able.</li> <li>c. Advocate for increased options such as an indoor walking track.</li> </ul>	1-2
Enhance the safety of older adults through education and collaboration.	<ul style="list-style-type: none"> <li>a. Utilize existing groups to explore safety measures for at risk older adults including those with dementia who wander and those who are socially isolated</li> <li>b. Collaborate with community partners who are experts on fraud and scams to raise awareness</li> </ul>	1-2

## CIVIC PARTICIPATION & EMPLOYMENT

### We heard:

- ☐ Older residents are a growing resource on Cape Ann and devising ways to capitalize on this resource should be a priority.
- ☐ 29% of respondents indicated that there are not adequate employment opportunities available to older adults in their community.
- ☐ Participants indicated that a mechanism is needed to connect older adults with local employers.
- ☐ Cape Ann has a strong volunteer culture. There is a desire to see programs adapted for a “new generation” of volunteers with diverse interests.
- ☐ Older residents’ engagement in municipal affairs, including boards and committees, are a benefit to the community as they offer a wealth of experience and skill development and raise awareness about aging throughout the community.

### We envision:

Cape Ann will be a region in which older adults are engaged in the civic life of their community and have access to rewarding volunteer or paid work opportunities.

### Action steps:

- ☐ **Action Item 1:** Develop a resource on where to find volunteer opportunities that fit schedules, interests and skills.
- ☐ **Action Item 2:** Investigate and encourage options for intergenerational volunteer opportunities.
- ☐ **Action Item 3:** Raise awareness of the benefits of volunteering.
- ☐ **Action Item 4:** Increase awareness of benefits of employment for older workers.
- ☐ **Action Item 5:** Increase engagement in government and civic affairs

<b>Long term vision:</b> Cape Ann will be a region in which older adults are engaged in the civic life of their community and have access to rewarding volunteer or paid work opportunities.		
<b>Action Item</b>	<b>Action Step</b>	<b>Year</b>
Develop a resource on where to find volunteer opportunities or openings on municipal boards and committees.	<ul style="list-style-type: none"> <li>a. Work with existing volunteer groups to develop materials on volunteerism.</li> <li>b. Determine best practices to distribute information</li> </ul>	1-2
Investigate and encourage options for intergenerational volunteer opportunities.	<ul style="list-style-type: none"> <li>a. Partner with schools where possible</li> <li>b. Emphasize already existing opportunities for volunteerism in both directions</li> <li>c. Research intergenerational volunteer programs, gauge interest in replicating programs on Cape Ann</li> </ul>	1-2
Raise awareness of the benefits of volunteering.	<ul style="list-style-type: none"> <li>a. Develop or adapt educational information on volunteerism, summarizing local volunteer opportunities as well as the benefit of volunteering to both the community and to the individual volunteers themselves.</li> <li>b. Investigate where and how to share this information, particularly to those just entering retirement</li> </ul>	1-2
Increase awareness of benefits of employment for older workers.	<ul style="list-style-type: none"> <li>a. Develop or adapt educational information for employer groups</li> <li>b. Encourage coverage on the subject by local media</li> <li>c. Identify local professional events at which to highlight issue</li> <li>d. Highlight older workers in SeniorCare communication as appropriate</li> </ul>	1-2
Increase engagement in government and civic affairs	<ul style="list-style-type: none"> <li>a. Explore creating more opportunities to become educated on civic issues</li> <li>b. Disseminate information about volunteering on municipal boards and committees, ensure that information on the requirements for running is accessible</li> </ul>	1-2

## LEGAL & ADVANCE PLANNING

### We heard:

- ☐ People, regardless of age, need to be more informed on planning for extended lifespans.
- ☐ While there is a tremendous amount of information available on saving for retirement, people do not often consider other aspects of planning for older age such as advanced directives, social networks and supports, and legal needs.
- ☐ Individuals and care partners often don't have the information they need or have not thought about advance planning needs before it is "too late".
- ☐ More information is needed about financial, legal, and advance planning for older adulthood.
- ☐ Costs for home care, care coordination, respite care or adult day health, and health care are often left to family members, who are unprepared for the financial burden.
- ☐ Affordable and flexible respite care is a need across Cape Ann

### We envision:

Cape Ann residents will have the information they need to make informed decisions and prepare for their future as they age.

### Action steps:

- ☐ **Action Item 1:** Increase awareness of legal and financial planning options for older adults.
- ☐ **Action Item 2:** Increase awareness of the need to plan for possible major life events such as a medical crisis or accident. Increase awareness of the need to plan for older age in advance, incorporating the likelihood of longer lifespans into plans.
- ☐ **Action Item 3:** Increase accessibility of information on home care, respite care, adult day health and other support services to help people age in place.

**Long term vision:** Cape Ann residents will have the information they need to make informed decisions and prepare for their future as they age.

Action Item	Action Step	Year
Increase awareness of legal and financial planning options for older adults.	<ul style="list-style-type: none"> <li>a. Conduct a community inventory to assess current offerings for information on legal and financial planning for older adults.</li> <li>b. Expand educational opportunities around legal and financial planning including written information and community events</li> <li>c. Host a series of community events on the topics of legal and financial planning</li> </ul>	1-3
Increase awareness of the need to plan for possible major life events such as a medical crisis or accident. Increase awareness of the need to plan for older age in advance, incorporating the likelihood of longer lifespans into plans.	<ul style="list-style-type: none"> <li>a. Assess what information is currently available regarding advance directives</li> <li>b. Provide supplemental training and information about advanced directives to fill gaps</li> <li>c. Explore best practices to encourage early planning for older adulthood</li> <li>d. Consider an information campaign around non-traditional needs in planning for older adulthood such as considering the social determinants of health</li> <li>e. Explore creating a single resource for aging on Cape Ann</li> </ul>	1
Increase accessibility of information on home care, respite care, adult day health and other support services to help people age in place.	<ul style="list-style-type: none"> <li>a. Review existing programming available, including non-traditional programming that allows individuals to age in place</li> <li>b. Assess the information that is currently available on this topic and look for communication gaps</li> <li>c. Investigate creating a resource for aging related information for Cape Ann</li> </ul>	1

## OUTDOOR SPACES & BUILDINGS

### We heard:

- ☐ Improving the accessibility of public buildings and spaces has already become a goal of several of the individual communities of Cape Ann.
- ☐ Cape Ann has numerous walking and biking trails, beaches, and parks that are assets to the community. Some of these spaces can be difficult for older residents or those with disabilities to access due to transportation and/or accessibility concerns.
- ☐ Participants recognized community efforts to improve parks and playground equipment and expressed a desire for multigenerational parks to incorporate age and dementia friendly features.
- ☐ Walkability on Cape Ann is a key focus. Many residential neighborhoods are not walkable due to a lack of sidewalks or sidewalks in poor condition. Of survey respondents, 27% indicated that they were dissatisfied or highly dissatisfied with the availability of maintained sidewalks.
- ☐ Parking in all four communities was identified as an issue, 47% of survey respondents indicated that parking is not adequate or accessible in their community.
- ☐ Access to public restrooms, particularly in the “off season”, was cited as an issue with 46% of survey respondents indicating that there are not adequate or accessible public restrooms.

### We envision:

Cape Ann will be a community in which people of all ages and abilities can enjoy access to the rich natural and built environments.

### Action steps:

- ☐ **Action Item 1:** Assure a variety of outdoor options throughout Cape Ann for people of all ages and abilities.
- ☐ **Action Item 2:** Advocate for more accessible parking that is clearly marked and if metered has easy to understand instructions.
- ☐ **Action Item 3:** Improve accessibility of public restrooms.
- ☐ **Action Item 4:** Celebrate and promote intergenerational public spaces and events.
- ☐ **Action Item 5:** Strengthen walkability of Cape Ann through existing programming.



**Long term vision:** Cape Ann will be a community in which people of all ages and abilities can enjoy access to the rich natural and built environments.

Action Item	Action Step	Year
Assure a variety of outdoor options throughout Cape Ann for people of all ages and abilities.	<ul style="list-style-type: none"> <li>a. Identify and support the work of groups already focused on this issue</li> <li>b. Encourage adoption of age and dementia friendly practices and design guidelines into existing public spaces</li> <li>c. Explore establishing an Age and Dementia Friendly designation to encourage the adoption of age and dementia friendly practices</li> </ul>	1-3
Advocate for more accessible parking that is clearly marked and if metered has easy to understand instructions.	<ul style="list-style-type: none"> <li>a. Provide education to municipal planners regarding how to assure that parking is more Age and Dementia Friendly</li> <li>b. Explore whether parking availability is adequate near amenities</li> <li>c. Advocate for additional handicap parking spots</li> </ul>	1-2
Improve accessibility of public restrooms.	<ul style="list-style-type: none"> <li>a. Assess the availability of public restrooms on Cape Ann</li> <li>b. Advocate for public restrooms to be open year round</li> <li>c. Advocate for expanded public restroom access, especially during the off season.</li> </ul>	1-2
Celebrate and promote intergenerational public spaces and events.	<ul style="list-style-type: none"> <li>a. Encourage location of park benches such that they are not isolated from other park activities.</li> <li>b. Explore partnerships to establish activities in public spaces for people of all ages</li> </ul>	1-2
Strengthen walkability of Cape Ann through existing programming.	<ul style="list-style-type: none"> <li>a. Identify groups already working on this issue and support their work as appropriate</li> <li>b. Support Complete Streets work in communities that have adopted it.</li> </ul>	1-3

## **RESPECT & SOCIAL INCLUSION**

### **We heard:**

- ☐ Cape Ann was characterized as a region with a strong sense of community both across the region and within the four communities individually.
- ☐ Participants indicated that despite the small, close-knit nature of their communities, it is becoming less common to “know your neighbors” and that is resulting in increased isolation.
- ☐ Some participants noted negative stereotypes about older adults and aging and described tension between generations in regard to municipal resources.
- ☐ Participants identified two groups that they felt were not considered or consulted in community planning efforts and noted that they felt these groups are “invisible” to the larger population of Cape Ann. Those two groups are persons living with disabilities and persons living with cognitive impairment.

### **We envision:**

Cape Ann will be a supportive, welcoming environment where all residents, regardless of age, gender, ethnicity, health status, or socio-economic backgrounds can participate fully in the community and thrive.

### **Action steps:**

- **Action Item 1:** Foster opportunities for intergenerational programming
- **Action Item 2:** Increase understanding of aging, ageism, and dementia
- **Action Item 3:** Promote inclusive programs and services for older adults

**Long term vision:** Cape Ann will be a supportive, welcoming environment where all residents, regardless of age, gender, ethnicity, health status, or socio-economic backgrounds can participate fully in the community and thrive.

Action Item	Action Step	Year
Foster opportunities for intergenerational programming	<ul style="list-style-type: none"> <li>a. Explore partnerships with school systems.</li> <li>b. Identify potential intergenerational spaces, events and learning projects, such as community gardens, community dinners, or other events</li> <li>c. Advocate for community programs that are developed for all ages and do not inadvertently segregate participants by age</li> <li>d. Identify best practices regarding intergenerational programming and share with community partners such as COAs, schools, community organizations</li> </ul>	1-2
Increase understanding of aging, ageism, and dementia	<ul style="list-style-type: none"> <li>a. Explore unique opportunities to engage the community in a conversation about aging, partner with existing organizations such as libraries where possible</li> <li>b. Provide training to professionals working directly with older adults in human service or health capacities</li> <li>c. Provide training for front-facing private and municipal staff on age and dementia friendly practices</li> <li>d. Encourage school systems to integrate the topics of aging and dementia into existing courses such as health, science, psychology, or sociology</li> </ul>	1-3
Promote inclusive programs and services for older adults	<ul style="list-style-type: none"> <li>a. Coordinate trainings on dementia related behaviors for community organizations</li> <li>b. Work with existing groups to facilitate inclusive programming regardless of age, gender, ethnicity, health status, sexual orientation, or socio-economic background.</li> <li>c. Strengthen existing relationships with religious and civic groups and support inclusivity in those groups</li> </ul>	1-3

## SOCIAL PARTICIPATION

### We heard:

- ☐ A wide array of cultural and social programming exists on Cape Ann including local museums, outdoor recreation, and historical resources.
- ☐ Participants expressed a desire to increase intergenerational programming, including partnerships between COAs and school systems.
- ☐ Of survey respondents, 20% indicated that they do not have sufficient supports and services in place to participate in the community as they wish.
- ☐ There is a growing trend for older adults to relocate to Cape Ann in retirement, thus many residents do not have family or existing social supports in the area to help when needed.
- ☐ Lack of transportation was often cited as a challenge for older adults in participating in community activities, especially for evening or weekend events
- ☐ Older buildings on Cape Ann are not reliably accessible, making it difficult for some residents to attend events held in those locations.
- ☐ There are not activities geared toward individuals living with dementia. Participants noted that it can be difficult for someone living with dementia to participate in already established groups as the leaders often do not have the understanding or time to manage differing needs.

### We envision:

Cape Ann will be a region with a wide range of social and recreational opportunities that are affordable and accessible to all.

### Action steps:

- ☐ **Action Item 1:** Create safe, informed, welcoming communities for individuals living with dementia and their care partners.
- ☐ **Action Item 2:** Reinforce the value and importance of social connections
- ☐ **Action Item 3:** Support caregivers to remain engaged in their community
- ☐ **Action Item 4:** Promote the network of social engagement opportunities already in existence for older adults

<b>Long term vision:</b> Cape Ann will be a region with a wide range of social and recreational opportunities that are affordable and accessible to all.		
<b>Action Item</b>	<b>Action Step</b>	<b>Year</b>
Create safe, informed, welcoming social opportunities for individuals living with dementia and their care partners.	<ul style="list-style-type: none"> <li>a. Offer a Memory Café on Cape Ann</li> <li>b. Work with local arts institutions to explore developing dementia friendly social opportunities</li> <li>c. Encourage local restaurants to participate in the Purple Table program</li> <li>d. Explore creating an age and dementia friendly designation for businesses</li> </ul>	1-2
Reinforce the value and importance of social connections	<ul style="list-style-type: none"> <li>a. Provide education on the impact of social isolation</li> <li>b. Work with local health and human service providers and emergency responders to better understand and identify social isolation</li> <li>c. Explore how to identify and support older adults who are more vulnerable, particularly to scams and major weather events, due to social isolation</li> </ul>	1-3
Support caregivers to remain engaged in their community	<ul style="list-style-type: none"> <li>a. Explore respite opportunities, particularly those available during non-traditional hours such as evenings and weekends</li> <li>b. Explore informal caregiver support opportunities</li> </ul>	1
Promote the network of social engagement opportunities already in existence for older adults	<ul style="list-style-type: none"> <li>a. Conduct a community inventory of existing social opportunities on Cape Ann to better identify gaps</li> <li>b. Explore how to better publicize existing opportunities through coordination</li> </ul>	1

*Age & Dementia Friendly Cape Ann is a program of SeniorCare Inc. and the four communities of Cape Ann. For more information on this initiative, visit our website [www.ADFCA.org](http://www.ADFCA.org) or contact the ADFCA Initiative Coordinator at 978-281-1750.*