

Laying the Groundwork for an Age & Dementia Friendly Cape Ann *(Gloucester, Rockport, Essex, Manchester by the Sea)*

A Beginning Chapter in The Never Ending Story

Presented by Scott M. Trenti, CEO, SeniorCare Inc.

SeniorCare
Elder Services | Information | Solutions



Research & Training

Data Sources

**Board & Agency
Commitment**

Community Outreach

Professional Outreach

Government Outreach

Moving Forward



Research & Training

2016 N4A Conference in San Diego
Webinars, Presentations, Conferences

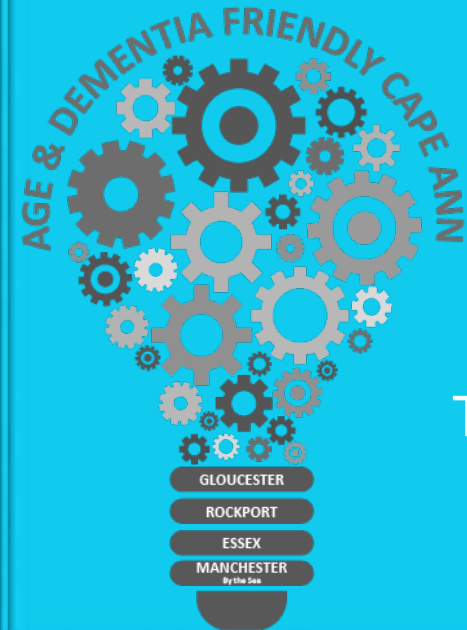
Literature Review

AARP / WHO / Dementia Friendly America & MA
MA Healthy Aging Collaborative

Tufts Conference on Age Friendly Communities

Tufts Information Session – Age Friendly Communities

2017 MA Council On Aging Conference



Data Sources

2010 Census

American Community Survey (2009-2015)

MA Healthy Aging Collaborative Community Profiles

Datausa.io

UMass Donahue Institute

SeniorCare Area Agency On Aging 2018-2021 Area Plan

Lahey Health Community Needs Assessment

Action Inc. Community Needs Assessment



Board & Agency Commitment

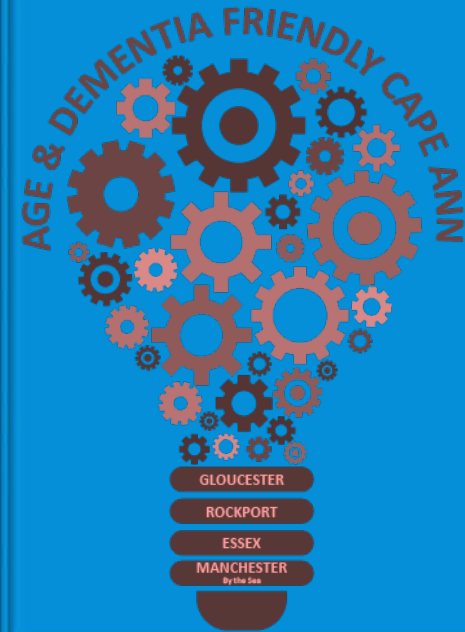
Senior Management Team Strategic Plan Retreats

Board of Directors & Senior Management Team
Strategic Plan Retreats

3 Year 2017 Strategic Plan Approved by Board
including Age/Dementia Friendly goals

Advisory Board & Board of Directors Approved Area
Plan including Age/Dementia Friendly Goals

Discussion & Updates at Monthly All Staff Meetings



Community Outreach

Comprehensive Marketing Strategy Highlights

SeniorCare show *Living Wisely, Aging Well* on Cape Ann TV

Newspaper Article, Social Media, Email Blasts

ADFCA Webpage

Distribution of Age & Dementia Friendly Materials

Presentations to Civic Organizations

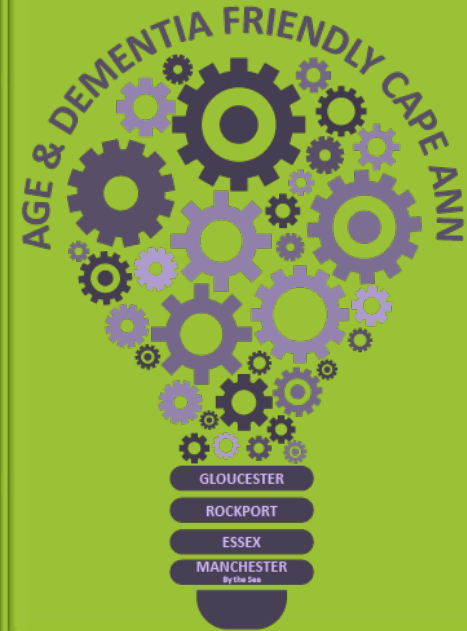
Harvard Vanguard/Atrius Annual Health Fair

Outreach to 350+ SeniorCare RSVP Volunteers

Elders, Adults with Disabilities & Caregivers

Age & Dementia Friendly Community Forums:

Rockport • Gloucester • Essex • Manchester By The Sea



Professional Outreach

Lahey Health (Beverly & Addison Gilbert Hospitals)

Dementia Friendly Massachusetts

MA Healthy Aging Collaborative

University of Massachusetts Boston Gerontology Institute

Gloucester School Superintendent

AARP

MA In Motion Cape Ann

Cape Ann Caucus

Cape Ann Chamber of Commerce

Independent Living Center of the North Shore & Cape Ann

Greater Boston and Northeast Alzheimer's Association

9 COA's for COA Appreciation Event & Cape Ann COA Directors

Housing Authorities

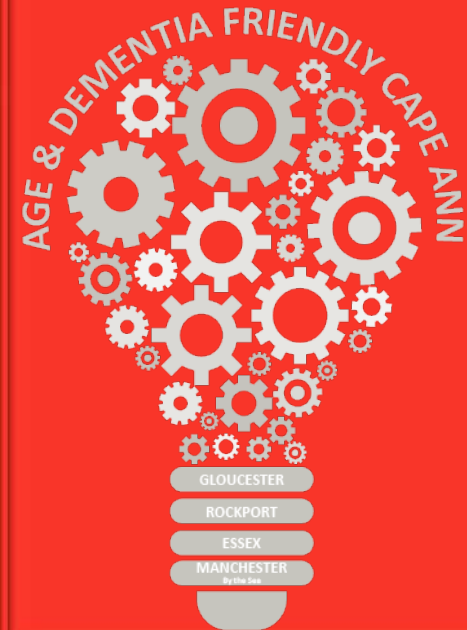
Veteran VSO's & Providers

Fallonhealth

Adult Foster Care of the North Shore

The Open Door Food Pantry

"Get Outdoors" Program



Government Outreach

Senator Bruce Tarr

Representative Brad Hill

Aide to Representative Ann Margaret Ferrante

Mayor of Gloucester

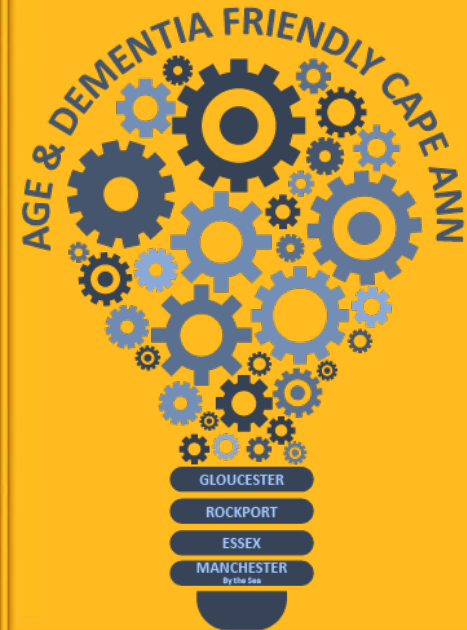
Rockport Town Administrator

Manchester By The Sea Town Administrator

Essex Town Administrator

Presentations at Town Selectman Meetings

Governor's Council Listening Session



Moving Forward

November Community Forums

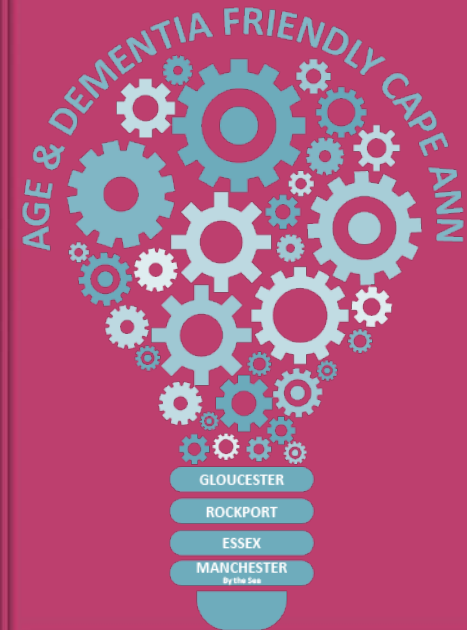
Community Planning Boards

Lahey Health Coordination

Community Trainings & Presentations

Recruit Steering Committee Members

Development of Interactive Website



Thank You Questions?



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