

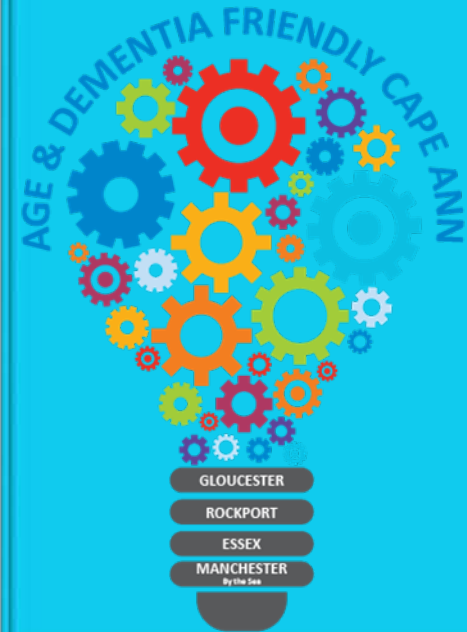


Laying the Groundwork for an Age & Dementia Friendly Cape Ann

(Gloucester, Rockport, Essex, Manchester-by-the-Sea)

The Big Picture

- [The Big Idea in 4 Minutes](#) (video)
- Older adults today are the vanguard of a historic global transformation
- Two decades added to our lives
- Permanent phenomenon – change now benefits all

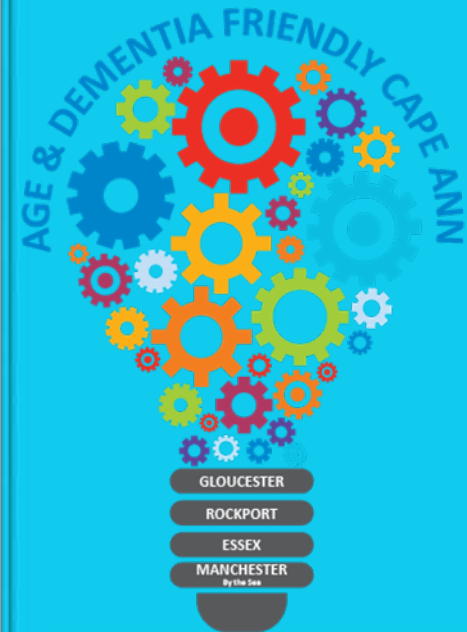


Older Adult Population Cape Ann

| | Essex | Gloucester | Manchester | Rockport |
|-----|-------|------------|------------|----------|
| 60+ | 20.5% | 28.3% | 23.6% | 31.5% |
| 65+ | 13.5% | 19.1% | 17.2% | 23.2% |

Tufts Health Plan Foundation Massachusetts Health Aging Community Profile

Age Friendly Movement



WHO/AARP Age Friendly Domains

Outdoor Spaces
& Buildings

Transportation

Housing

Social
Participation

Respect &
Social Inclusion

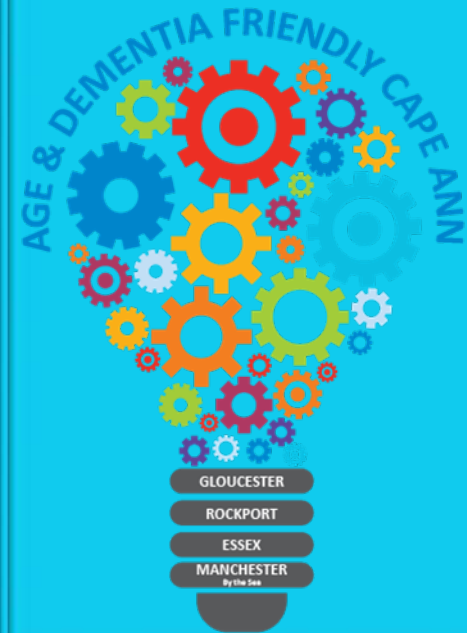
Civic
Participation &
Employment

Communication
& Information

Community &
Health Services

Dementia Friendly

More than 5 million Americans are living with dementia. It is estimated that 12% of Cape Ann residents age 65 and older have dementia.

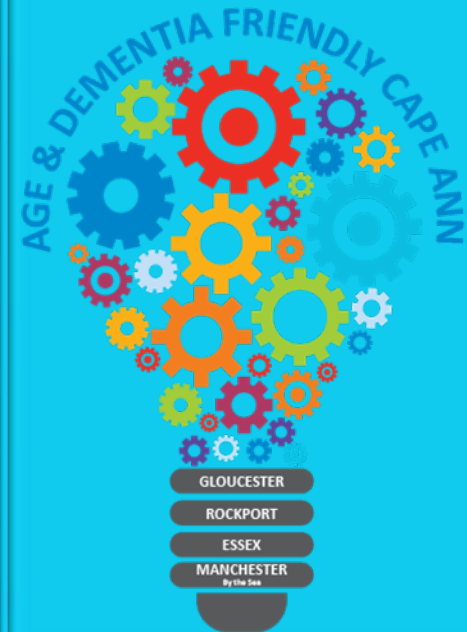


Age Friendly & Dementia Friendly Better Together

Both initiatives encourage communities to be better places for older adults to live and provide a framework to organize work.

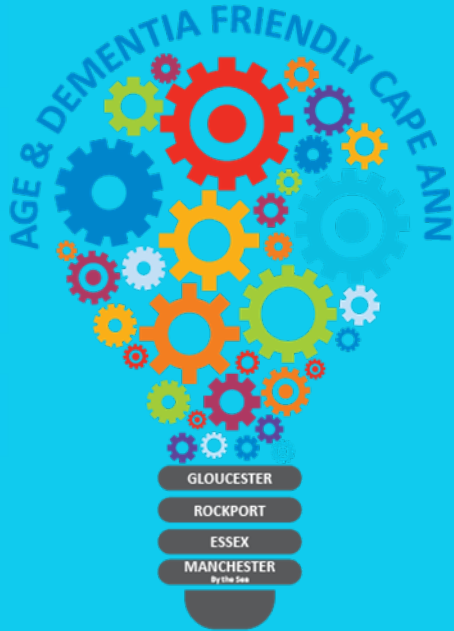
Integrating saves time, money, and allows for coordinated communication.

Both offer a range of tools and resources to meet the differing needs of unique communities.

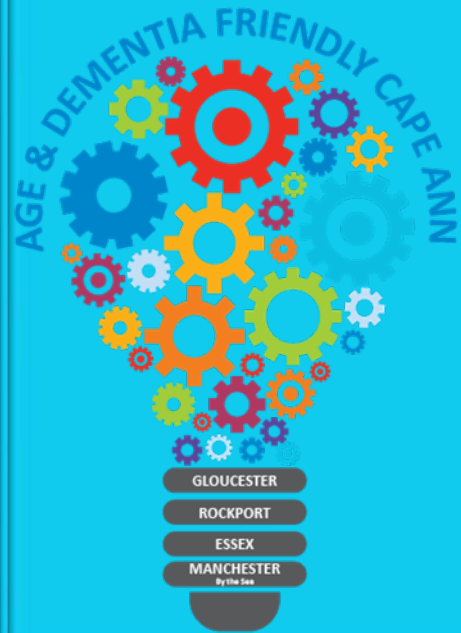


Breaking New Ground

- ASAP as backbone agency
- Regional approach
- Integration of Age Friendly and Dementia Friendly at the outset

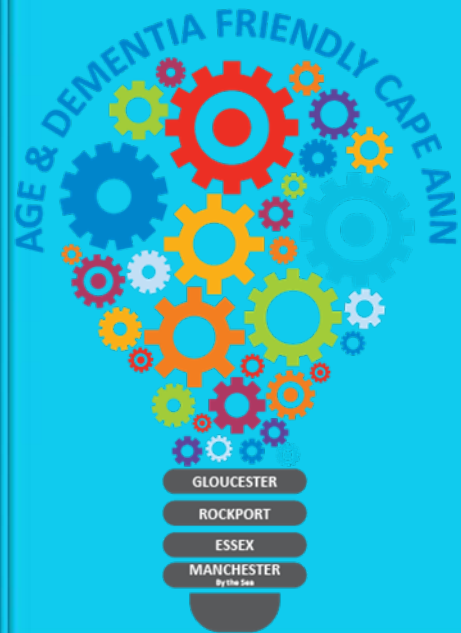


ADFCA Areas of Focus



Laying the Groundwork

State Legislative team for Cape Ann
Mayor and Town Administrators
Cape Ann Chamber of Commerce
Alzheimer's Association
AARP Massachusetts
Dementia Friendly Massachusetts
Councils on Aging
Regional Service Providers



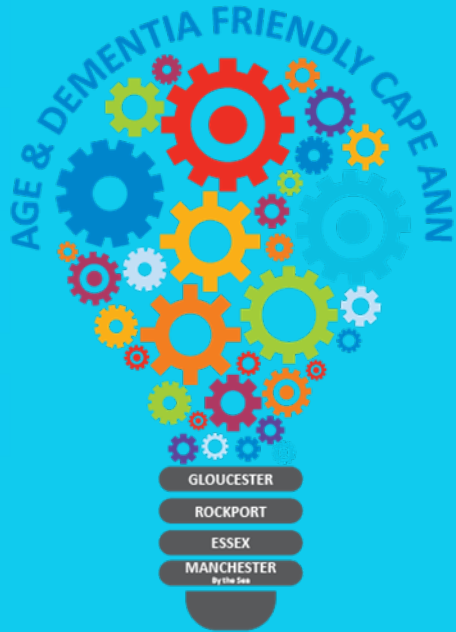
Grants

Northshore CHNA Grant

- UMass Gerontology Institute
Community Forums
Key Stakeholder Interviews
Focus Groups

Tufts Health Plan Foundation Grant

- Age & Dementia Friendly Cape Ann Coordinator

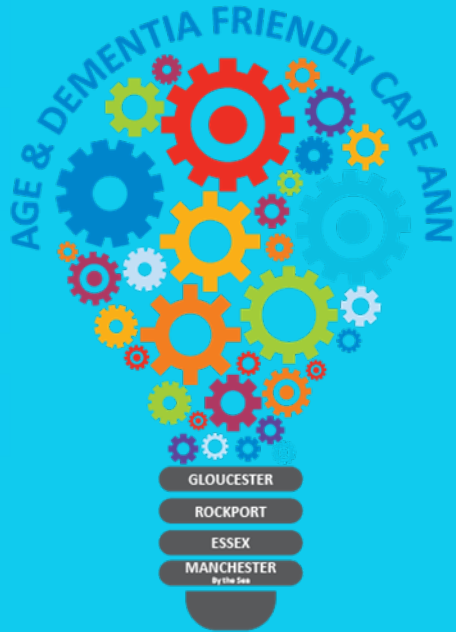


Community Assessment

Caitlin Coyle, Research Fellow
University of Massachusetts Boston
Gerontology Institute

- Community Forums
- Key Informant Interviews
- Focus Groups

SeniorCare Community Survey



Moving Forward

- Establishment of community Action Teams to address specific Areas of Focus
- Development of marketing plan
- Development of interactive website
- Community trainings, presentations
- Cape Ann Communities Summit

