Welcome to AFCC Webinar 202
2 June, 2015 11:00 AM – 12:30 PM Eastern Time

Walking the Age-Friendly Talk – Case Studies

Panelists:

Ms. Amanda Gregg, Director, Denver Office on Aging
Ms. Elena del Barrio, Research Project Manager, Matia Institute
Dr. Rinat Ben Noon, Geographer and Social Planner, Holon Age-friendly
Ms. Arlene Groh, Elder Abuse and Restorative Justice Consultant, Waterloo
Dr. John Lewis, Associate Professor, School of Planning, University of Waterloo

Moderator:

Mr. Greg Shaw, International Federation on Ageing

Organizer:

International Federation on Ageing
Connecting to the Webinar

Step #1: **Connecting Audio**
- Connect Audio by calling in on the telephone or connecting through the webinar platform
- All participants lines are muted
- Recording announcement provides instruction

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- See postings from other participants on the webinar

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- The webinar will be available to non IFA members for a small fee of $20

For assistance: nwaldston@ifa-fiv.org
Moderator

Mr. Greg Shaw

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Agenda

• **Introductions** (5-10 minutes)
  by Mr. Greg Shaw, Moderator

• **Polls** (3-5 minutes)
  - Where do you reside?
  - What sector are you from?

• **Presentations – Case Studies**
  Ms Amanda Gregg: “The Age Matters Report” (10 minutes)
  Ms Elena del Barrio: “Friendly Basque Country” (10 minutes)
  Dr Rinat Ben Noon: “Senior Citizens Service Guide” (10 minutes)
  Ms Arlene Groh and Dr John Lewis: “Age-friendly Waterloo – Our Story” (10 minutes)

• **Question and Answer Forum** (30 minutes)

• **Closing** (3-5 minutes)
Presenter

Ms. Amanda Gregg

Director

Denver Office on Aging

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Presents

THE AGE MATTERS REPORT

Age Friendly Community Plan
An Age Friendly Community Since September 2014

Presented by
Amanda Gregg
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720.913.8456
The Denver Office on Aging

City and County of Denver

Human Rights and Community Partnerships

Denver Office on Aging

Denver Commission on Aging

BIG PICTURE: Age Matters Initiative fits into the City and County of Denver.
## Demographics

City and County of Denver Population 65+ by Race

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2040</th>
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<tbody>
<tr>
<td>American Indian</td>
<td>375</td>
<td>402</td>
<td>436</td>
<td>472</td>
<td>1,140</td>
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<tr>
<td>Asian</td>
<td>1,957</td>
<td>2,085</td>
<td>2,241</td>
<td>2,414</td>
<td>8,244</td>
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<td>African American/B Black</td>
<td>6,930</td>
<td>7,290</td>
<td>7,675</td>
<td>8,098</td>
<td>19,583</td>
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<tr>
<td>Hispanic</td>
<td>10,661</td>
<td>11,668</td>
<td>12,346</td>
<td>13,245</td>
<td>39,930</td>
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<tr>
<td>Caucasian</td>
<td>42,754</td>
<td>44,012</td>
<td>43,162</td>
<td>48,256</td>
<td>68,673</td>
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<tr>
<td>Total Population</td>
<td>62,677</td>
<td>65,457</td>
<td>65,860</td>
<td>72,485</td>
<td>137,570</td>
</tr>
</tbody>
</table>

*Source – Census Data 2010-2013*
The Process

CommUNITY Coffee Conversations

Community Conversations with Commissions

City Cafe Convened

Denver Commission on Aging Discussion

AARP Measurement Survey

World Health Organization’s Age Friendly Community

Age Matters Report

THE PROCESS OF INFORMATION GATHERING FROM THE COMMUNITY
Five Focus Areas
Age Matters

City and County of Denver
+ Community

Social Health
Housing
Transportation
Coordinated Services
Employment/Entrepreneurial Opportunities
Social Health

Vision: Promote a vibrant quality of life that allows older adults the opportunity to continue their social growth and development.

Strategies:
Aging in Community
Intergenerational
Volunteerism

- Focus Area has 4 Strategies and Action Steps

Next Steps/Progress:
Connection to Coordinated Services
Coordinated Services

Vision: Facilitate the dissemination and education of current resources available to the aging population of the Denver community.

**Strategy**
Clearinghouse of Older Adult Resources  
- Focus Area has 1 Strategy and Action Steps

**Next Steps/Progress:**
Coordinated Services Focus Group held May 8th, 2015

1st Quarterly Meeting held May 12th, 2015
✓ - Ideals discussed in the area

Workgroup Formation in Coordinated Services and Social Health Priority for 1st year.
- Volunteer Liaison
Transportation

Vision: All modes of transportation will support mobility needs of the aging population.

Strategies:
Accessiblity
Affordability
- Focus Area has 3 Strategies and Action Steps

Next Steps/Progress:
Created Information Matrix of current organizations and other groups working on transportation

Determine where the City can fit into the current conversations
Housing

Vision: Support aging in community through innovative, safe and accessible housing options.

Strategies:
Aging in Community
Homeownership
Stabilize Housing Rates
- Focus Area has 4 Strategies and Action Steps

Next Steps/Progress:
Connection with Housing Denver – Office of Economic Development

Connection with Denver Housing Authority

Upcoming Meetings to be scheduled
- Volunteer Liaison
Employment

Vision: Support and promote employment/entrepreneurial opportunities for older adults.

**Strategies:**
- Training
- Education
- Focus Area has 3 Strategies and Action Steps

**Next Steps/Progress:**
- Meeting with Director of Denver Workforce Development Centers
Implementation Plan

**Age Matters Update Release**
April 1st, 2015

**Community Meetings to Share Report Results**
May-August 2015

**Recruitment of Workgroup Liaison and Members**
May-July 2015

**Partnerships in Community (including Government, Nonprofit, For Profit, etc...)**

**Workgroups begin work on strategies**
August 2015

**Track Measurements and Report Results at Mayors Summit on Aging**
May 2016
Questions/Comments

Thank you!
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Friendly Basque Country – Case Study

IFA/GIA Age-friendly Cities Webinar: Walking the Age-friendly Talk Case Studies

Elena del Barrio
elena.barrio@matiainstituto.net
Basque Country

Euskadi Lagunkoia

Euskadi Langunkoia – Age-friendly Basque Country - is a cross-cutting initiative that engages citizens, the public and private sectors to create supportive and enabling environments for older people.

Euskadi Langunkoia works with a number of communities across the Basque Country (15) to develop a network of age-friendly communities and facilitate the exchange of good practice between them.

Euskadi Lagunkoia is launched in 2012 by the Department of Employment and Social Policies of the Basque Country with the support of Matia Institute.
Aims

• To promote community participation processes.
• To introduce changes in the municipality / territory to improve the quality of life of citizens.
• To take advance of the potential of older people as generative of wellbeing in city life.
• To generate a movement of friendliness in the Basque Country that includes the cities, semi-rural communities, and the social, public and private sector.
Municipalities pilots 2012-2014

6 municipalities and 1 county of 9 rural communities

- POP: 19,795; 19% 65+
- POP: 9,767; 19.4% 65+
- POP: 2,299; 20.2% 65+
- POP: 2,870; 9.2% 65+
- POP: 5,524; 16% 65+
- POP: 10,094; 23% 65+
- POP: 2,870; 9.2% 65+

9 rural communities. POP: 8,822; 17% 65+
166 - 3,072 POP
31.3% - 10.4% 65+
WHO Methodology

WHO Phases

1. DIAGNÓSTICO Y PLAN DE AMIGABILIDAD
2. IMPLEMENTACIÓN DE ACCIONES
3. EVALUACIÓN
4. MEJORA CONTINUA

Bottom up approach

Sector público
Agentes sociales, Sector privado
Ciudadanía Personas mayores

8 AF-Domains

- EL TRANSPORTE
- LA VIVIENDA
- LA PARTICIPACIÓN Y EL TEJIDO SOCIAL
- EL RESPETO Y LA INCLUSIÓN
- PARTICIPACIÓN CIUDADANA Y EMPLEO
- COMUNICACIÓN E INFORMACIÓN
- SERVICIOS SOCIALES Y DE SALUD
- ESPACIOS AL AIRE LIBRE Y EDIFICIOS
Baseline assessment

Secondary sources
Eustat (Basque Statistics Institute)
Municipal data

Age-Friendly Survey
Total Response: 1,447 people 16+
Mean Age: 51.3
Sex: Men 32.2%, Women 67.4%
8 Domains, 61 Items (Likert scale 5 point)

Citizen forums:
345 participants

Stakeholders:
77 stakeholders involved (Cities Councils, schools, associations, business, etc.)
Age-Friendly Survey

Online Survey

Self-administered questionnaire
Citizen forums

Hondarribiari begirada Kasino Zaharrekoen eskutik
Analizando Hondarribia desde el punto de vista de Kasino Zaharra

**Poster**

Intergenerational forum
Piloting action programs

Age-Friendly Shops

- Course: how to improve the friendliness of businesses and self-examination to obtain the Age-Friendly Business Certificate (a window sticker).

- Dementia’s module: For detection, treatment and promoting autonomy of customers with dementia.

4 towns and 54 businesses involved
Age-Friendly Shops

Friendly Chair
Gift council to shops carrying out the course.
To place inside or outside
Piloting action programs

To promote communication and mutual support among neighbors and time swap.

To facilitate everyday life.

1 town involved (in development)
Piloting action programs

Working groups led by people of all ages in order to detect improvement proposals, recover public spaces, encourage citizen participation and strengthen social networks in the neighborhood.

Supplemented for Mapping places by citizenship according to the degree of friendliness (parks, streets, buildings, etc.).

(in development)
Piloting action programs

Legacy

Intangible cultural heritage transmission by the older people.

12 documentary videos (5’

En 2005 Marian tomó parte en una expedición al Montblanc; se dio cuenta que era la única mujer; estaba rodeada de hombres. Entonces, se le ocurrió crear una agrupación de mujeres montañeras y euskaldunak. Al río RAKA MKIEN. "Por qué no podríamos de aquí a 20 años, cuando tengamos 90, interactuar con el mundo, disfrutar de é? Hay pocas mujeres mayores que van al monte.

Nuestras cubres no son gestas ni hitos históricos, pero al llegar a lo más alto, incluso en las montañas más allá de nuestra geografía, sentimos que somos montañeras, mayores, vascas, reinas del mundo". En la misma cubres las mujeres de Marimendi continuaban poniendo voz a las papeletas de Aizkitz, haciendo un gufo también en el gran Leboe.
Age-Friendly Basque Country Guide

This guide was developed drawing on the experience of 15 pilot municipalities. It provides guidance on how to develop an age-friendly project, covering:

- Design of focus groups
- Citizen forums and interviews
- Age-Friendly questionnaire
- Design of Action Plan
- Design of Evaluation groups, interviews and questionnaire (not implemented)

Presented the November 27th of 2014

7 new towns are involved in Euskadi Lagunkoia.
They are working by themselves following the guidance with the advice of Matia Institute.
Presenter

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Senior Citizen's Service Guide

A tool to expand the circle of service providers for senior citizens and improve their access to information

The Faculty for hobbies. By Zach Weinberg. The Israeli Museum of Caricature and Comics is in Holon
The Social and demographic challenges

From Homogeneous treatment group to super heterogeneous abilities group.

• Diversity in personal and economic capabilities
• Gaps in culture and social participation habits
• Differences in aspirations for self-realization
• Differences in knowledge, ability and a desire to consume information

The guide should display different options regarding experience and participation.
From Holon Age Friendly City Vision

Expanding the range of services beyond the traditional services for the elderly

• Including Senior citizens in all existing general municipal services
• Increasing the data accessibility for existing services

AND

• Developing innovative services to address changing needs
The service challenge: expanding the circle of service providers

• To acknowledge the capabilities and needs of SCs by all service providers.
• To include SCs in all services offered.
• To develop further services aimed at SCs.
• To market all municipal services to SCs.

The guide should stimulate and motivate the general service providers to act on behalf of SCs.
The Image Challenge

Changing the **stereotype of old people have about themselves** and their place in urban public services systems
- Encourage senior citizens to get out of their houses and participate in activities and organizations in the city.

Changing the stereotype of senior citizens among **service providers**
- Create innovative services that are adjusted to new and old needs
- Include senior citizens in their regular work plans just as other age groups

The guide as a tool to change Stereotypes
Principles - maximum of information

• The principle of choice – offer a variety of choices!
  – Allow the elderly to choose whether they want to participate in a place with people who are similar to themselves, or in multi-generational places

• The inclusion principle – All, or almost all, activities and events in the city are relevant to SCs

• The encouragement principle – Inform the elderly of possibilities that until now seemed "inappropriate for their age" and convince them to attend and participate.

The guide’s message: Everything is appropriate and relevant for SCs
Establishment of multi-disciplinary steering committee

Every project on the subject of senior citizens is multi-disciplinary!

- The service guide production should be based on sharing other municipality roles.
- PR Department
- Representative of cultural and sport departments
- Representative of Social Welfare Department
- And others

- The guide as an exercise in multi-disciplinary working processes
Considerations in data selecting

A classification of relevant information according to the needs that arose in the planning process of AFC master plan:

• An integration of social services information with therapeutic services.

• A combination of articles with informative material.

The guide should make information accessible for various audiences, directly and indirectly.
Image and Graphic Design

- **A design clash** between the image of elderly with decline in health functioning needs and the desire to support young retirees in building their new lives.

- **Attractive decoration** with images and graphic design

- **Graphic Design for the elderly** include clear written, unloaded text (do not cut paragraphs and sentences for two different pages.)

Attractive design to encourage reading
Nine out of 10 doctors recommend volunteering for well being

Adi Tzildoklin

The NB Haifa School of Design.
The Department of Graphic Design – Visual Communication
Feedback and Barriers

• **A Barrier**: Elders who do not want to know and participate.

• **A Feedback**:
  
  – **Senior citizens**: Satisfaction with the city's special attention
  
  – **Service providers**: Extensive use in the guide as a way to acknowledge other service providers, and use it as a textbook for transmitting information to senior citizens.
summary

Ronnie Gordon, The Israeli Museum of Caricature and Comics is in Holon
Presenter

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Age Friendly Waterloo, Our Story

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Affiliate Member, Collaborative for Advanced Landscape Planning, University of British Columbia
Member, Research Institute for Aging, University of Waterloo

Arlene Groh
Consultant, Healing Approaches to Elder Abuse and Mistreatment
Chair, City of Waterloo Age Friendly Cities, Mayor’s Advisory Committee
Our Story...

Waterloo becomes an Age Friendly Community

• Mayor’s Forum (Nov. 2009)
• Age Friendly Waterloo Mayor’s Advisory Committee (Jan. 2010)
• Community Engagement
• Sub-Committees Draft Recommendations
• WHO designation (Sept. 2011)
• Mayor’s Report (June 2013)
• Action plan (September 2013)
Our Story…

Engaging the Community

ADVOCATE

- Older adults
- City Staff (Mayor, planners)
- Community Partners
- Academic
- Ethno Cultural Community
- Other advocacy groups
Our Story…

Key ingredients for our success

• Support of Mayor and city staff
• Diverse, vibrant advisory committee
• Terms of reference with guiding principles
• Intersectoral collaboration
• Research and Evaluation (Dr. J. Lewis)

“I encourage all our residents to get involved and share their ideas on this important community initiative.” Mayor Halloran
Our Story…

Lessons Learned

• Opportunities for community engagement are essential,

• AFC initiatives can be tailored to each community,

• The challenge is to implement strategies across city departments, the region and health/community services.
Our Story...

Key Achievements

• Community engagement
• Baseline assessment tool
• Report to Mayor
• Citywide action plan
• Older adult housing directory
• Annual Mayor’s forum
• Affordable Housing
• Measureable indicators of age-friendly implementation
Our Story...

• Measureable indicators of age-friendly plan implementation
• Recent mayoral election
• Sustainability
Our Story...

- Operationalization of action plan
- Examine whether AFC is an effective strategy for the prevention of elder abuse.
Thank you for your attention

Questions?

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Question and Answer Period
For more information, please contact:

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