

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

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- Recording announcement provides instruction

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INTERNATIONAL FEDERATION ON AGEING
Global Connections



Moderator



Mr. Greg Shaw

Director, International &
Corporate Relations

International Federation on
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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

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OFFICE ON AGING
DENVER HUMAN RIGHTS &
COMMUNITY PARTNERSHIPS



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DENVER HUMAN RIGHTS &
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Presents

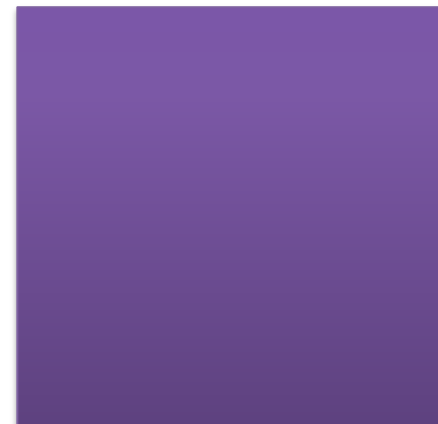
THE AGE MATTERS REPORT

Age Friendly Community Plan

An Age Friendly Community Since September 2014



**COMMISSION
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COMMUNITY PARTNERSHIPS



Presented by

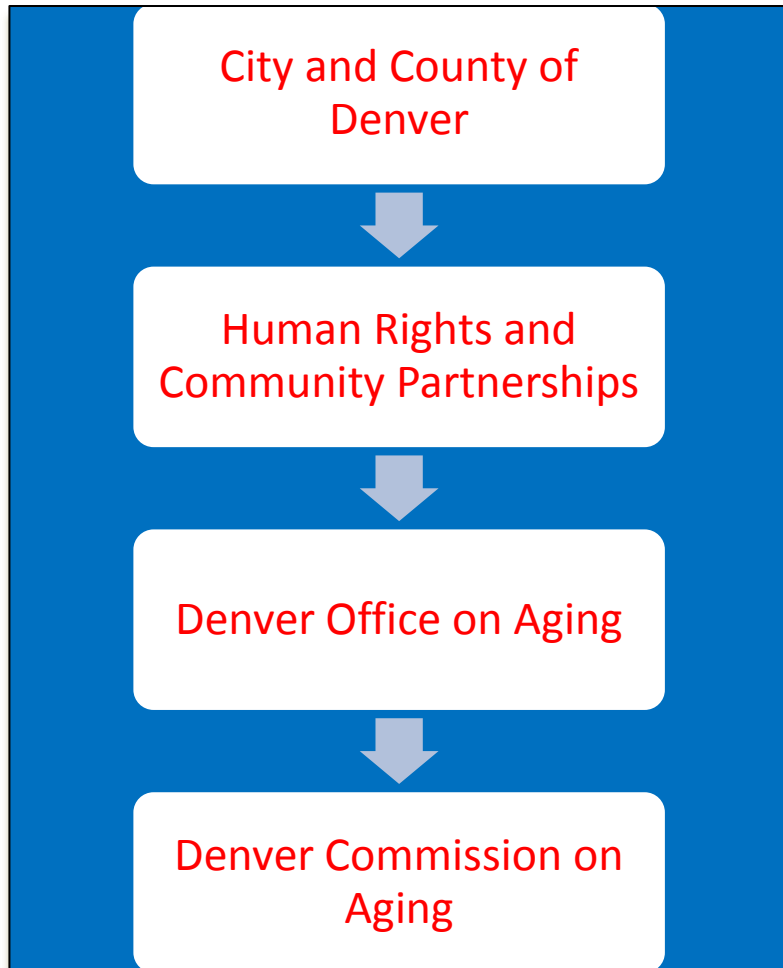
Amanda Gregg

Director, Denver Office on Aging

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720.913.8456

The Denver Office on Aging



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

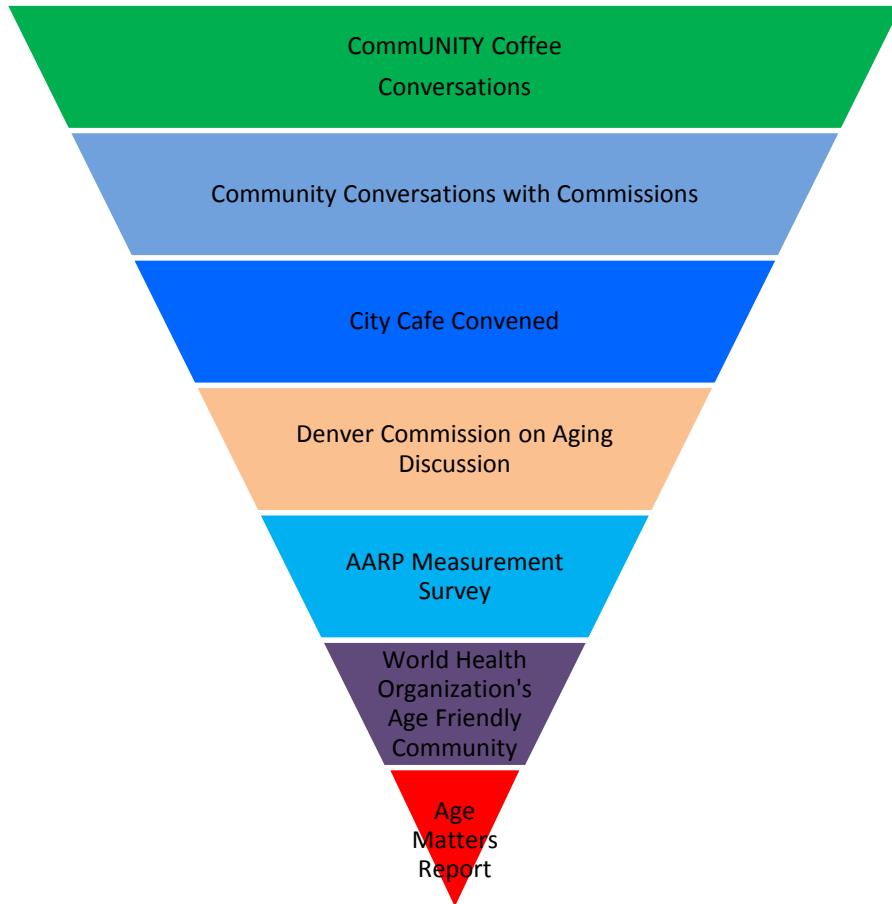
Demographics

City and County of Denver Population 65+ by Race

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

Source – Census Data 2010-2013

The Process



THE PROCESS OF INFORMATION
GATHERING FROM THE COMMUNITY

Five Focus Areas Age Matters



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:

Accessibility

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

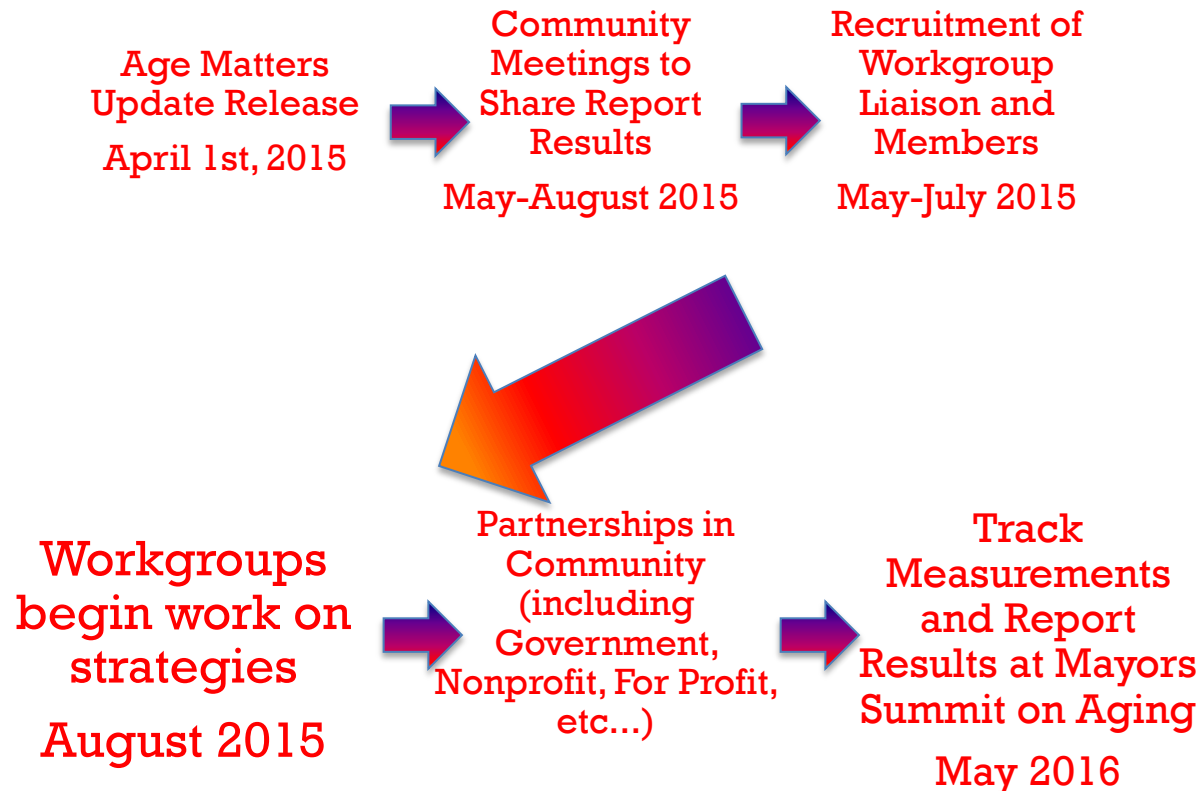
- Focus Area has 3 Strategies and Action Steps

Next Steps/Progress:

Meeting with Director of Denver Workforce Development Centers



Implementation Plan



Questions/Comments



Thank you!



Age Matters Report

Updated April, 2015



Presenter



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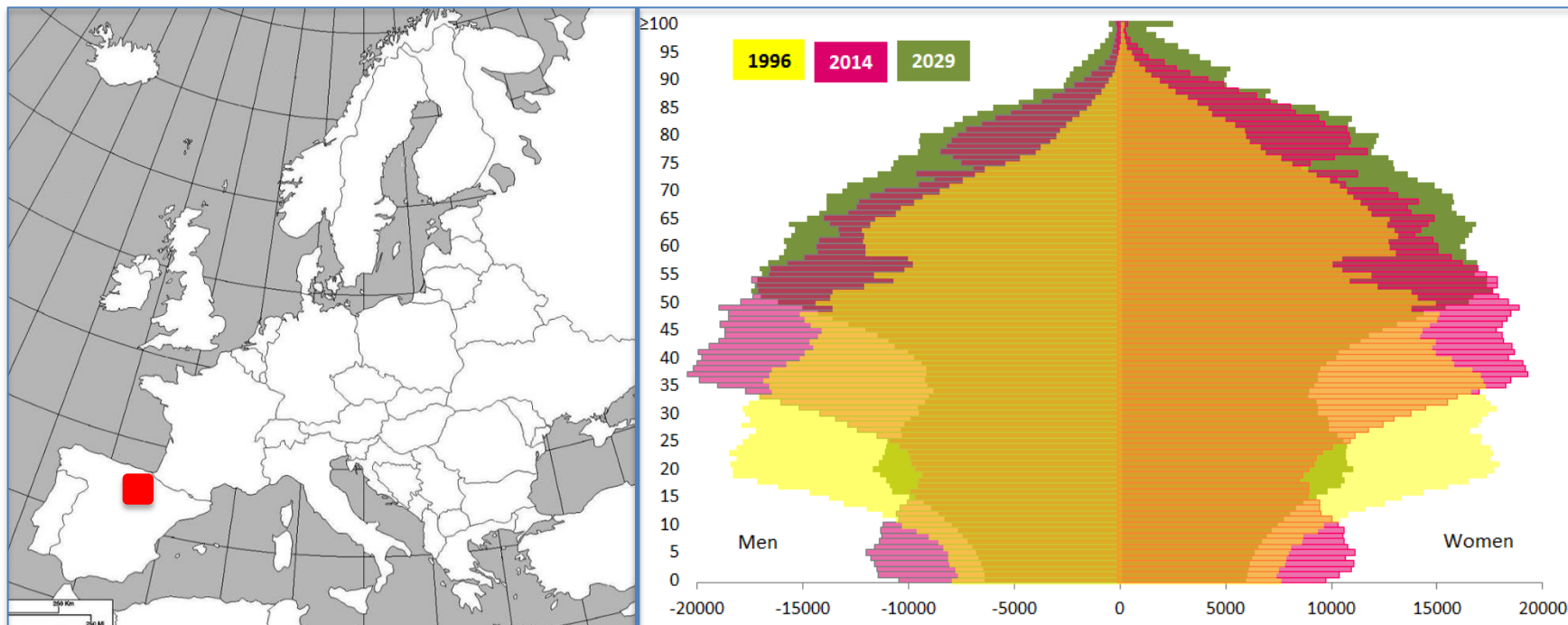


Friendly Basque Country – Case Study



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

Basque Country



> **2014: 26,8% 60+**

> **2029: 36,8% 60+**

Source: Compiled from data of Eustat. Estadística Municipal de Habitantes a 1 de enero 2014. Proyecciones demográficas en base 2014 a 1 de enero. INE: INEBASE: Proyecciones de población 2009.



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*.

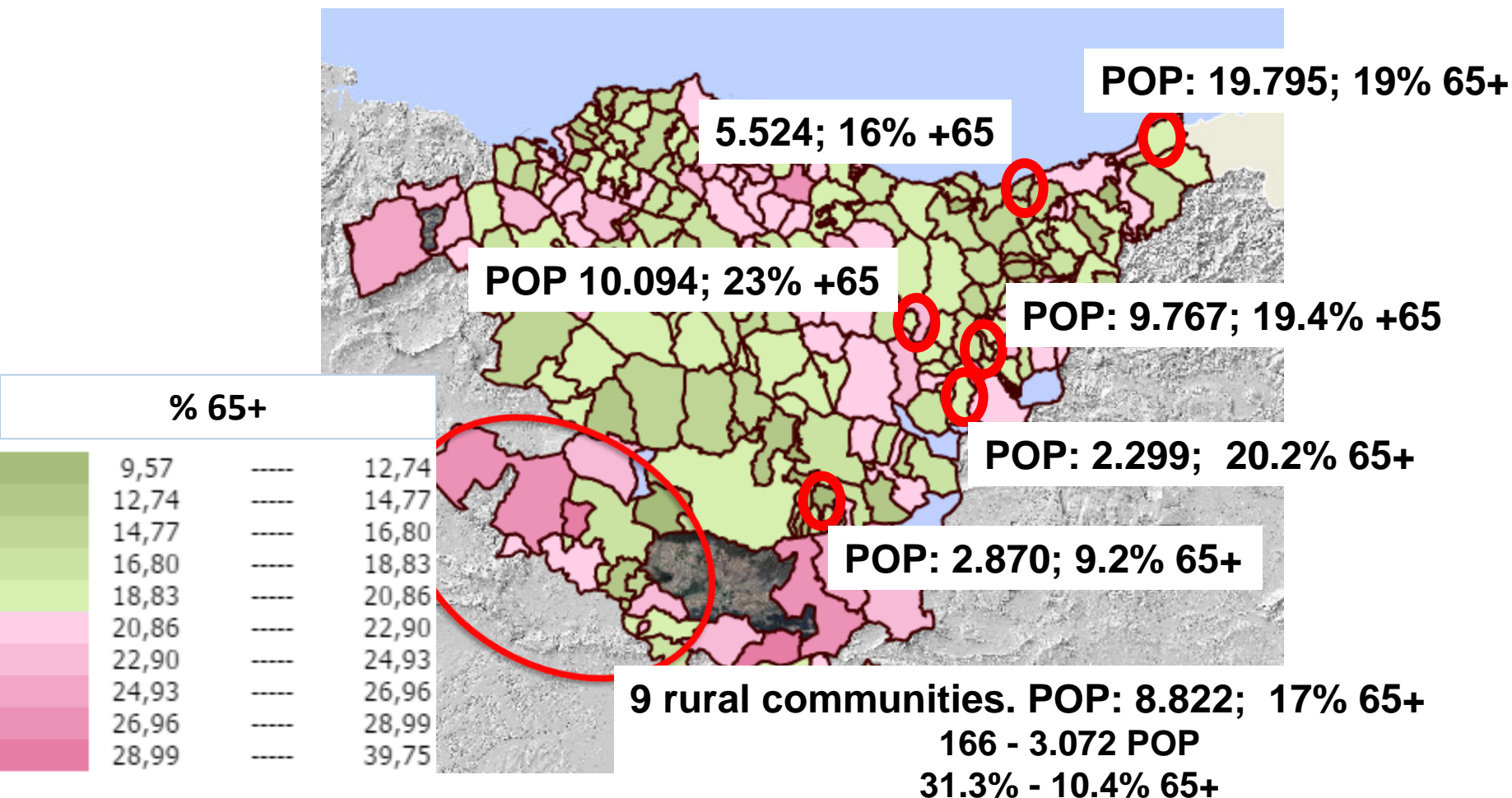


Aims

- 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



WHO Methodology

WHO Phases



Bottom up approach



8 AF-Domains



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

IDENTIFICARSE | REGISTRAR

f
t
v
e

euskadi
lagunkoia
Sustraietatik

ES | EU

Buscar...

EUSKADI LAGUNKOIA NOTICIAS MAPA DE EXPERIENCIAS MUNICIPIOS ACCIONES LAGUNSAREA OFICINA DE PRENSA BLOG

Está aquí: Inicio → Cuestionario Amigabilidad

CUESTIONARIO AMIGABILIDAD

Comparte tus opiniones y experiencias sobre el grado de amigabilidad de tu municipio rellenando este cuestionario.

Marque la casilla deseada con X en referencia los siguientes valores:
1. Nada 2. Poco 3. Regular 4. Bastante 5. Mucho

☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

SU MUNICIPIO ES

Limpio ☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Ruidoso ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Agradable ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Barato ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Noviembre 2014

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>

27 28 29 30 31 1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

BOLETÍN

Email Address *

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BANCO DE TIEMPO

Online Survey

LAGUNKOITASUNARI BURUZKO GALDE-SORTA
CUESTIONARIO AMIGABILIDAD
Kontatu zure esperientzia!

Partekatu gurekin zure herriaren lagunkoitasunaren inguruan dituzun iritziaik eta esperientziaik, galde-sorta honen bidez.

Comparte tus opiniones y experiencias sobre el grado de amigabilidad de tu municipio rellenando este cuestionario.

Sexua / Sexo

Adina / Edad

Jarri X bat galdera bakoitzean nahi duzun laukian, irizpide hauen arabera:

Marque la casilla deseada con una X en referencia a los siguientes valores:

1. Ezer / Nada 2. Gutxi / Poco 3. Nahiko / Regular 4. Asko / Bastante 5. Erabat / Mucho

	Ezer Nada	Gutxi Poco	Nahiko Regular	Asko Bastante	Erabat Mucho
Nolakoa da herria? ¿Cómo es el Municipio?					
Garbia / Limpio	1	2	3	4	5
Zaratatsua / Ruidoso	1	2	3	4	5
Atsegina / Agradable	1	2	3	4	5
Merkea / Barato	1	2	3	4	5
Herriko parkeak eta berdeguneak Parques y zonas al aire libre del municipio					
Behar adina daude / Hay suficientes	1	2	3	4	5

Self-administered questionnaire

Citizen forums



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

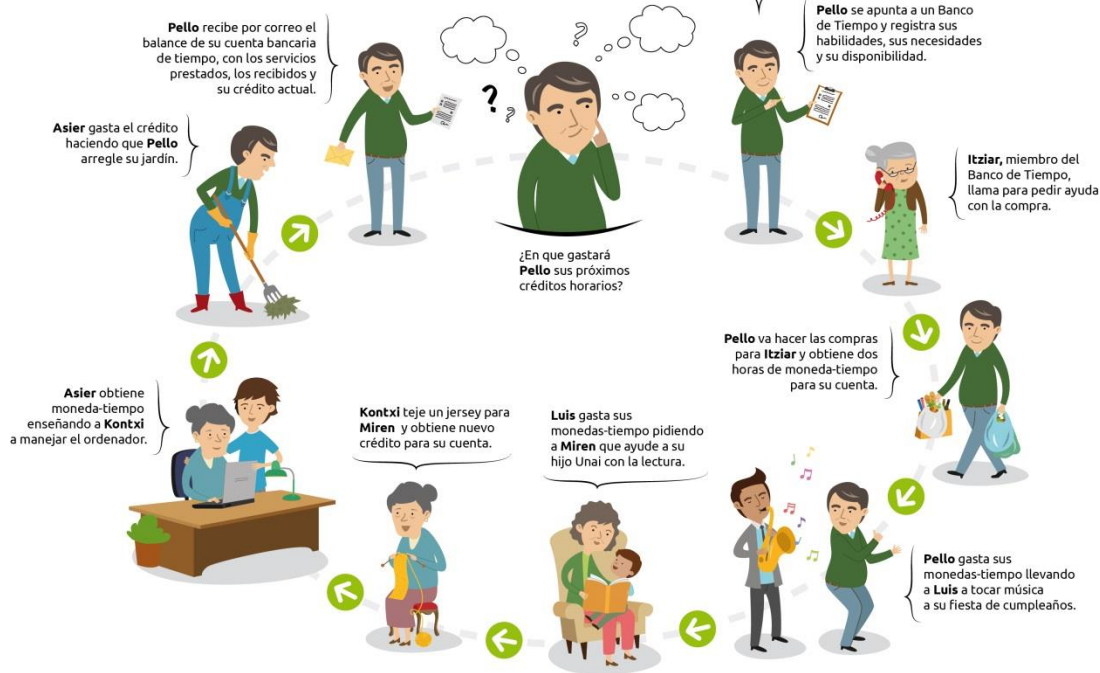
Gift council to shops carrying out the course.

To place inside or outside

Piloting action programs

CICLOS del Banco de Tiempo

UN CÍRCULO DE RELACIONES QUE NO PARA DE CRECER



Time Bank

- To promote communication and mutual support among neighbors and time swap.
- To facilitate everyday life.

1 town involved (in development)

Piloting action programs

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lagunkoia
Sustraietatik

ES | EU

Buscar...

EUSKADI LAGUNKOIA NOTICIAS MAPA DE EXPERIENCIAS MUNICIPIOS ACCIONES LAGUNSAREA OFICINA DE PRENSA BLOG

Está aquí: Inicio >> Mapa de Experiencias

MAPA DE EXPERIENCIAS

Es un mapa en el que se recogen de manera visual lugares amigables elegidos por las personas de Euskadi.

¡Tú eres el verdadero protagonista de este mapa!

Puedes proponer un lugar, un barrio, un municipio, una ciudad, un txoko concreto... que a tu juicio resulte amigable, es decir, algún espacio que en tu opinión permite acercar y conectar a las personas, en vistas a mejorar la convivencia entre todas ellas.

> PROPÓN UN LUGAR

— Selecciona Municipio —

Noviembre 2014

27	28	29	30	31	1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

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BANCO DE TIEMPO

El Banco del Tiempo es un sistema de intercambio de actividad por tiempo. Los Bancos del Tiempo fomentan la cohesión social, la confianza, la amistad, la solidaridad y el buen trato entre las personas que son socios y socias. Son una herramienta de inclusión social para los recién llegados, potencian el intercambio intergeneracional y mejoran la conciliación de la vida personal, familiar y laboral en condiciones de igualdad entre hombres y mujeres.

ANÍMATE

LEGADO

Datos de mapas ©2014 Google, basado en BCN IGN España | Términos de uso | Informar de un error de Maps

Age-Friendly places

- 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

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EUSKADI LAGUNKOIA NOTICIAS MAPA DE EXPERIENCIAS MUNICIPIOS ACCIONES LAGUNSAREA OFICINA DE PRENSA BLOG
Está aquí: Inicio >> Acciones >> 6) Respeto e inclusión >> Legado

MARIAN, MONTAÑERA
legado zaratama
Marian recuerda las palabras del poeta Artze, a las que puso voz Mikel Laboa: *Maite ditut bai maite nire bazterrak lanbroan...*

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 euskaldunes. Así nació MARIMENDI. "Por qué no podremos de aquí a 20 años, cuando tengamos 80, interactuar con el monte, disfrutar de él? Hay pocas mujeres mayores que van al monte.
Nuestras cumbres 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 cumbre las mujeres de Marimendi continúan poniendo voz a las palabras de Artze, haciendo un guiño también al gran Laboa.

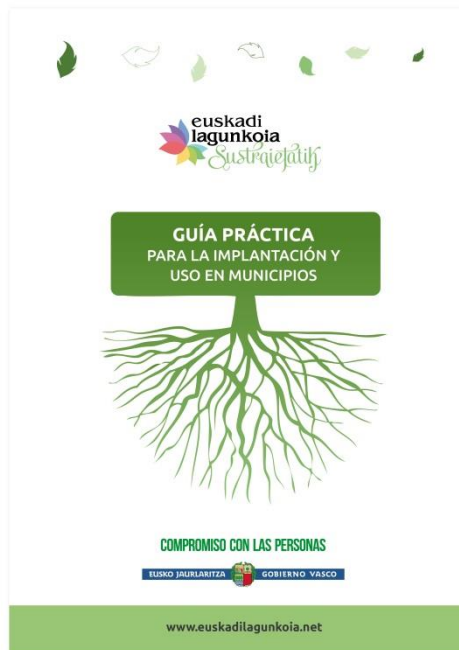
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ANÍMATE
LEGADO


Legacy

Intangible cultural heritage
transmission by the older people.

12 documentary videos (5')

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.



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EUSKO JAURLARITZA



GOBIERNO VASCO

PERTSONA HELBURU
COMPROMISO CON LAS PERSONAS

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 motivates 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

9 מתוך 10 רופאים
ממליצים על התנדבות
לבריאות שלמה



מתנדבים בחולון

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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Director, EDIT Lab, University of Waterloo

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



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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Grantmakers in Aging

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