Massachusetts Spotlight
Creating Sustainability Through Innovative Partnerships

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President & Co-Founder
Patronicity

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Age Strong Commission (Boston)
Director of Age-Friendly Boston
Governor Baker’s Challenge

“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

– Governor Charles D. Baker, 2018 –
### Mission
To amplify, align, and coordinate local, regional, and statewide efforts to create a welcoming and livable Commonwealth as residents grow up and grow older together.

### Vision
**Aging in Massachusetts is reimagined.** The Commonwealth is an accountable partner in supporting communities, embedding aging in all policies, and empowering residents with opportunities to age meaningfully in the communities of their choice.

### Goals
1. Deepen Community Initiatives
2. Promote Information and Communication
3. Reframe Aging
4. **Embed Aging in all Policies and Practices**
5. Improve Economic Security
6. Create Sustainability

Embed Aging in All Policies & Practices

As labor crunch tightens, employers offer more flexibility to those serving as family caregivers

Best Practices Program

The Community Compact is a voluntary, mutual agreement entered into between the Baker-Polito Administration and individual cities and towns of the Commonwealth.
Thank You

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Resources Mentioned Today

Year One Age-Friendly Progress Report
MA Community Health and Healthy Aging Funds
MA Community Compact
MA Caregiver Coalition Website
RMV Senior Days Flyer
NYS Health & Age Across All Policies Virtual Convening

James Fuccione – MHAC Senior Director
December 17, 2020
The Massachusetts Healthy Aging Collaborative is a network of leaders in community, health and wellness, government, advocacy, research, business, education, and philanthropy who have come together to advance healthy aging.
Age and Dementia Friendly Communities

Transportation

Communication, Information, & Technology

Access, Equity, Inclusion

Social Inclusion & Participation

Civic Participation & Employment

Public Safety

Services (Community, Health, Business)

Outdoor Spaces & Buildings

Housing
Age and Dementia Friendly Communities
Stakeholders and Partners

Salem for All Ages Leadership Council

Chairperson
- Kim Driscoll – Mayor, City of Salem

Leadership Council
- Margaret Brennan – Executive Director, North Shore Community Health Center
- Mary Butler – Chief, Salem Police Department
- Linda Coffill – Chair, Salem Council on Aging Board
- Jeff Cohen – Chair, Salem No Place for Hate Committee
- Tom Daniel – Director of Planning and Community Development, City of Salem
- Elizabeth Debski – Executive Director, Salem Partnership
- Rosaleen Doherty – Owner, Right at Home
- Beth Gerard – President (2018), Salem City Council
- Lynda Hartigan – Deputy Director, Peabody Essex Museum
- Judith Kane – Administrator, Brookhouse Home
- John Keenan – President, Salem State University
- Paul Lanzikos – Executive Director, North Shore Elder Services
- Sherry Leonard – Director of Community Relations, John Bertram House
- Mickey Northcutt – Executive Director, North Shore Community Development Coalition
- Rinus Oosthoek – Executive Director, Salem Chamber of Commerce
- Dr. David Roberts – President & CEO, North Shore Medical Center/Salem Hospital
- Margarita Ruiz – Superintendent, Salem Public Schools
- Joan Tobin – President (2018), SSU Explorers Lifelong Learning Institute
Age- and Dementia Friendly Milestones

- **Community Compact Program includes AF/DF**
  - Baker Admin. Best Practice Program for communities with funding support

- **Mass. Municipal Association Endorses AF/DF:**
  - “Best Practice Series” Resource – 2019 Version includes ADU Best Practice
  - Quarterly Publication (Municipal Advocate) dedicated to AF/DF

- **Springfield, MA – First-in-the-nation Age-Friendly + Dementia Friendly + Age-Friendly Health System (Baystate)**

- **Reframed State/Fed. Funding Opportunities (i.e. Complete Streets, CDBG), “Momentum Fund,” AARP Community Challenge**

- **UMass – First state university system in the nation to join Age-Friendly University movement**
2018 Massachusetts Healthy Aging Data Report

Older Adult Health in Every Community

Massachusetts is Getting Older

- About 15% of people in Massachusetts are age 65+; an increase of about 125,000 people since last report.

Mental Health is Overlooked

- Mental health is important at every stage of life. It includes emotional, psychological, and social well-being. It affects how we think, feel, and act. It influences how we handle stress, relate to others, and make choices.

Health Challenges are Shifting

- 3 out of every 10 older residents have ever been diagnosed with depression, the most commonly diagnosed mental health issue among older people.

Where You Live Matters

- Serious chronic disease rates among older people are highest in cities and towns where people have less education and lower incomes.

Be a Part of the Change

- Understand:
  - Download your Community Profile at healthyagingdatareports.org.
  - Educate yourself and others about the older people who live in your city or town.
  - Compare your city or town to state averages.

- Engage:
  - Start a conversation.
  - Bring older people, community organizations together.

- Act:
  - Join the age-friendly movement.
  - Prioritize community needs and resources.
  - Collaborate with diverse partners and funders.

The 2015 data above reflect health for adults age 60+ or 65+ in Massachusetts.

Visit healthyagingdatareports.org for more.
Community Profiles

Choose a city or town to download its community profile.
Select...

Choose a county to view a collection of community profiles.
Select...
**Amesbury (Essex)**

Amesbury is a city on the Merrimack River bordering New Hampshire. It has 2,484 residents aged 65 or older. The transit score suggests that there is minimal transit available (2/10). Compared to state averages, older residents of Amesbury have lower rates of breast cancer, glaucoma, cataract, and tooth loss. However, residents have higher than state averages on depression, bipolar disorders, tobacco use disorder, chronic obstructive pulmonary disease, asthma, ischemic heart disease, hypothyroidism, traumatic brain injury, fibromyalgia, chronic pain and fatigue, personality disorders, and schizophrenia and other psychotic disorders. One community resource to promote healthy aging is the Council on Aging.

### POPULATION CHARACTERISTICS

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Better/Worse State Rate</th>
<th>Community Estimate</th>
<th>State Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population all ages</td>
<td></td>
<td>17,082</td>
<td>6,742,143</td>
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<tr>
<td>Population 60 years or older as % of total population</td>
<td>20.6%</td>
<td>21.2%</td>
<td></td>
</tr>
<tr>
<td>Total population 60 years or older</td>
<td></td>
<td>3,563</td>
<td>1,428,144</td>
</tr>
<tr>
<td>Population 65 years or older as % of total population</td>
<td>14.5%</td>
<td>15.1%</td>
<td></td>
</tr>
<tr>
<td>Total population 85 years or older</td>
<td></td>
<td>2,484</td>
<td>1,016,879</td>
</tr>
<tr>
<td>% 65-74 years</td>
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<td>59.1%</td>
<td>55.3%</td>
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<tr>
<td>% 75-84 years</td>
<td></td>
<td>26.9%</td>
<td>29.4%</td>
</tr>
<tr>
<td>% 85 years or older</td>
<td></td>
<td>14.0%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Gender (65+ population)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% female</td>
<td></td>
<td>62.4%</td>
<td>57.2%</td>
</tr>
<tr>
<td>Race/Ethnicity (65+ population)</td>
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<td></td>
</tr>
<tr>
<td>% White</td>
<td></td>
<td>96.2%</td>
<td>90.0%</td>
</tr>
</tbody>
</table>
2018 Massachusetts Healthy Aging Data Report

Older Adult Health in Every Community

Massachusetts is Getting Older

15% of people in Massachusetts are age 65+, an increase of about 125,000 people since last report.

Massachusetts is the 7th healthiest state for older people in the U.S., according to America’s Health Rankings Senior Report. Still, there is room to improve!

Health challenges are shifting

Where You Live Matters

Many rural communities have higher percentages of people 65+ and limited access to care and transportation options.

Most Gateway Cities – urban hubs historically known for their mills and industry – face economic and social challenges, including the health of older residents.

Mental Health is Overlooked

Mental health is important at every stage of life. It includes emotional, psychological, and social well-being. It affects how we think, feel, and act. It influences how we handle stress, relate to others, and make choices.

3 out of every 10 older residents have been diagnosed with depression – the most commonly diagnosed mental health issue among older people.

6% of all Massachusetts residents 65+ years have some form of substance use disorder.

Higher rates were found in communities with relatively high levels of serious and chronic disease, crime, and older people living alone.

Lower rates were found in communities with higher percentages of older women of Asian descent.

Be a Part of the Change

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Act:

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AGE-FRIENDLY WINTER SPACES

Ideas for Municipalities to Embrace Winter

Communities have an opportunity to support people of all ages in remaining physically active and socially engaged during the winter months. There are simple and innovative ideas for communities to improve their physical environments—and promote the physical and mental wellness of their residents—all 52 weeks of the year!

Promote Winter Walkability

Identify and promote a walking route to allow individuals of all ages to stay active. Establish a walking loop through main street and city center to promote local business and connect essential services or use existing areas, such as local parks or an outdoor track for the walking route.

Things to consider when choosing the walking route:
- Is there sufficient lighting to allow for use during evening hours?
- Are there accessible restrooms and benches available near the walking route?
- How are community residents learning about the walking route?
- Can your community commit to keeping the walking route clear of snow and ice?
- Do you have well-placed municipal parking lots that could serve as walking loops?
- Does the walking route provide access to essential businesses that people may need to visit?

Create Winter Destinations

Shared Winter Streets and Spaces Grant Program

A Quick-Launch/Quick-Build Municipal Funding Program

- Grants: $5,000 - $500,000 to improve plazas, sidewalks, curbs, streets, parking areas, and other public spaces in support of public health, safe mobility, and renewed commerce.

- Bonus points for Safe Routes for Seniors, including safe walking and bicycling facilities within one mile of senior centers, housing for elders, and travel corridors used by seniors.
Thank You!

• James Fuccione: James.Fuccione@mahealthyaging.org
  • 617-717-9493
Embrace Winter

Inspiration from cities around the world to get outdoors in our communities this winter
Where We’ve Been...
Where we’re heading...?
Embracing Winter

- Changing attitudes
- Personal warmth
- **RETHINK PATIOS:** Outdoor dining success won’t continue
- Embrace winter in your planning

- Other cities can do it!
  - Edmonton
  - Copenhagen
  - Eau Claire
A DESIGN GUIDE
FOR WINTER PLACEMAKING
2020 | 2021

benchconsulting.co/winter-places/
Submission Categories and Classifications

**PROJECT TYPE**
- Outdoor Dining
- Recurring Event
- Festival
- Warming
- Retail
- Play
- Family Friendly

**BUDGET**
- Low $
- Medium $$$
- High $$$$  
  **Cost estimates may vary widely depending upon size and duration of the installation as well as regional cost discrepancies.**

**IMPLEMENTATION**
- Low
- Medium
- High  
  **This is an estimate of the level of difficulty to implement these ideas.**

**TIMELINE**
We estimated the time to INSTALL each of these projects. Note this timeline does not include manufacturing or delivery times which may be lengthy during the pandemic.

**MATERIALS**
Design teams estimated the more prominent materials that may be needed for each installation to help you determine feasibility for your community and put together budget estimates specific to your location.

**LEVEL OF MAINTENANCE**
- Low
- Medium
- High  
  **This is an estimate of the extent of continual maintenance each of these projects will require.**

**COMMUNITY TYPE**
- Urban
- Suburban
- Rural
GOALS

1. Provide a reason for people to come back to main street and downtown this winter and support restaurants & retailers.

2. Provide a safe space for socially distanced outdoor gathering.

RESULTS

- 60+ submissions from US, Canada & Europe
- All designs between $1,000 and $30,000
  - Avg of $10,000- $15,000
- Considerations
  - Permitting
  - Sunlight
  - Wind
  - Colorful Lighting
  - Snow removal
WINTER WARMER
Emeline Gaujac
Prellwitz Chilinski Associates
Once a restaurant meets physical requirements of outdoor dining, including warmth and cover, they can draw customers by providing a whimsical experience unlike your typical act of dining out. By incorporating events like a fire pit night, mashed potato bar, free hot cider or hot cocoa, and pivoting to menu items like hearty soups, mulled wines, and hot toddies, restaurateurs can create cold-weather destinations right on their own patios. Suggestions to bring thick blankets and woolen socks can make winter feel fun, and nostalgic of childhood times of sledding and snow-covered landscapes. By leaning into the charm and warmth of winter, restaurants can set the stage for unforgettable shared experiences between trusted friends – regardless of the weather.

**PROJECT TYPE:** Dining, Warming, Family Friendly  
**BUDGET:** $$$  
**IMPLEMENTATION:** High  
**TIMELINE:** 1 week to 2 months (site dependent)  
**MATERIALS:** Hay bales, Lights, Firepits, Planter, Public art, Prefab vestibules, Pergolas, Seating, Blankets  
**MAINTENANCE:** Medium

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WARM WINTER PLACEMAKING

Art, Projections and Warming Stations Enliven Winter Spaces

“Warmth” is a key appeal of an outdoor commercial setting. If allowed by the community, “firepits” and outdoor heaters distributed around the blocked-off street would underscore heating. These could be enhanced by drinking fountains of hot chocolate, tea, coffee or hot cider that could be a gift to visitors to the area.

Additionally, we strategically include another method of warmth—both familial and community, in the form of projections (both still images and videos) of community cultural experiences and activities as well as family events and celebrations onto shop windows or on building facades.

A hashtag for the project creates engagement.
**WINTER TREE FARM**

Potted evergreens create safe spaces and shelter

This concept proposes the use of nursery-grown container plants as tools for screening and/or space-making.

Potted columnar evergreens could be rented, purchased or donated to restaurants or Main Street districts looking to activate outdoor spaces, keep patrons separated from vehicular traffic, or sheltered from prevailing winds. Shorter or deciduous plants can be used where visibility is needed.

At the end of the season, the plants can be installed in the neighborhood for residents to enjoy for years to come!

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**PROJECT TYPE:** Dining, Retail, Family Friendly

**BUDGET:** $500

**IMPLEMENTATION:** Low

**TIMELINE:** 1-2 days

**MATERIALS:** Potted Shrubs and Trees, Lighting

**MAINTENANCE:** Low

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Adam Fearing  
Stantec's Boston Causeway Street Office  
adam.fearing@stantec.com
VACATION ON MAIN

Turn Your Main Street into a Staycation Destination

With travel restrictions persisting throughout the winter and many families and residents not comfortable with travel within their own countries, we came up with the concept of Vacation on Main. Allow area residents to go on an exploration of the small business community within their own community.

Main Street will be converted to a full "open street" to facilitate this event with safe social distancing (either permanently or during the evenings). Each business and restaurant will be provided with a small stand outside their restaurant or store to take orders or display merchandise. They can customize their display as they see fit. Locations will be provided along the street for visitors to warm up and enjoy food and drink from local establishments.

Jonathan Berk, creative director
bench consulting
jonathan@benchconsulting.co
benchconsulting.co

PROJECT TYPE: Dining, Retail, Warming, Event, Festival, Play, Family
BUDGET: $$
IMPLEMENTATION: Medium
TIMELINE: 1 week
MATERIALS: Display Carts, Warming Stations/ Fire Pits, Wood, S'Mores, Fencing, High Top Tables, Flood Lights
MAINTENANCE: Medium
Toronto, Canada - Quick example of LQC Winter Places
New Bedford Winterfest Activation
North Adams, MA
North Adams Winter Places Inspirations

WINDOW SHOPPING:
STOREFRONT DISPLAY
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Vacation on Main
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LIGHTS AND BITES
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let it snow

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