Convening Neighborhood Groups for Age-friendly Change (and How to Pay for It)

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TODAY’S AGENDA

• Overview of NYAM and Center for Healthy Aging

• Age-friendly Neighborhoods Convening: Why, What, and How?

• Replication of Model
VISION
Everyone has the opportunity to live a healthy life

MISSION
Drive progress towards improved health through attaining health equity
NYAM works to improve the health and well-being of current and future aging populations.

Our goals are to:

- Increase social, physical, and economic participation
- Improve perceptions of well-being, quality of life, and autonomy
- Maximize functional ability and minimize activity limitations
- Deliver better care and services

We aim to achieve these goals through:

- Convening for policy and practice change
- Promoting data-driven planning and policy
- Providing strategic assistance for policy implementation
- Contributing to the evidence base for healthy aging interventions
WHY DID WE START AN AGE-FRIENDLY NEIGHBORHOODS CONVENING IN 2020?

• COVID-19

• Role of neighborhoods

• Existence of age-friendly neighborhood organizations

• Phone call we all want
WHY DID WE START AN AGE-FRIENDLY NEIGHBORHOODS CONVENING IN 2020?

THE NEW OLD AGE

*Just What Older People Didn’t Need: More Isolation*

NAVIGATING AGING

Technology Divide Between Senior ‘Haves’ and ‘Have-Nots’ Roils Pandemic Response

Seniors throughout NYC have 'fallen through the cracks' of food delivery program
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LIVING ALONE POPULATION (65+)
the percent of households headed by someone age 65 or older, who is living alone

- 56.4% Householders age 65+ living alone

Based on:
- 5,379 Householders age 65+ living alone
- 9,533 Householders age 65+

Data source:
- Data aggregated by neighborhood [Excel], based on tract-level 5-year estimates from the American Community Survey for the 2015-2019 period.

COMPARED TO MANHATTAN & NYC

http://imagenyc.nyam.org/
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AGE-FRIENDLY NEIGHBORHOOD GROUPS IN NEW YORK CITY

Creating an Age-Friendly NYC
One Neighborhood at a Time

A Toolkit for Establishing an Aging Improvement District in Your Community

2012
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AGE-FRIENDLY NEIGHBORHOODS CONVENING

nyam.org/center-healthy-aging/resources/neighborhood-resources/
THE DETAILS

• Met monthly from July through December 2020
• Average of 30 participants, mostly lay leaders of AFNOs
• External organizations included Brooklyn and Manhattan Borough President’s Offices, OATS, and NYC-based aging service organizations
TOPICS

• Social isolation and physical distancing
• Access to technology equipment and training
• Connecting with neighbors
• Age-friendly Businesses
• Civic Engagement
12. Were you in regular contact with others in your Aging-in-Place community prior to the pandemic?
   o Yes
   o No

13. During the pandemic, did you offer to support others in your Aging-in-Place community in a way you have not done before? [Example: offering to buy groceries, checking in on someone you don’t normally speak to]
   o Yes
   o No
   o Not sure

13a. If yes, in what way(s) did you offer support? [Example: offering to buy groceries, checking in on someone you don’t normally speak to] (free text)
AGE-FRIENDLY NEIGHBORHOODS PROVIDING SUPPORT

"People reached out to me by phone. And there were virtually constant emails, and they were helpful, offered information and support"

"People donated food and stepped up to volunteer to assist the older adults in the program"

"We communicated via ZOOM and discussed issues we might have, such as going out and being afraid of exposure to COVID and getting some feedback from members that ventured out and how they did it. That was very helpful for me."

"I made masks when they were not available and distributed them. I checked in on several people who are living alone."

"My neighbors gave me a couple of light masks and some sterilizer both of which make me feel less afraid."

"I called people I know to find out how they were doing/coping"
AGE-FRIENDLY NEIGHBORHOOD GRANTS
AGE-FRIENDLY NEIGHBORHOOD GROUPS IN ACTION

Please join us on Zoom on July 14 at 4pm when CHV member, Laura Conley, and her friend and Met docent colleague, Freia Mitterai, will give a lighthearted tour of works of art, most but not all from the Met, that relate to life during the Coronavirus pandemic: Where do we shelter? What about masks? Do we have enough food? Which doctors do we choose?

If you would like to attend the Zoom session, you may Register Here (you will be asked to log into our website with your CHV password). Please note, we will email you the link for the session the day of the event.

This event is for CHV members only.

Carnegie Hill Village
www.carnegiehillvillage.org

If you do not have a CHV password or have trouble registering online, you may send an email to

IDENTIFY NEED

- **Are there local/regional mapping tools available?** (think IMAGE:NYC)
  - CensusScope 65+ Map
  - Rural Health Info Aging Toolkit
  - Healthy Aging Data Reports (MA, RI, & NH)
  - AARP Livable Communities Map

- **Other sources for identifying needs**
  - Tenants Associations • Senior Housing • Senior Centers
  - Homebound Visiting Programs • Housing Organizations
  - Parks & Community Gardens • Churches • Housing
  - Special Interest Groups For Older Adults • Libraries
IDENTIFY GROUPS

• Are there existing organizations or groups in your area?
  - Look up organizations on the World Health Organization website
  - Look up organizations on the Village to Village website

• Where are the senior centers in your area?
  - NCOA Map
  - Senior Center Locator
  - Go to your local Area Agency on Aging or Department of Aging to find senior centers and other programs
IDENTIFY FUNDING

• Local government grants and discretionary funding
• Aging
  - Grantmakers in Aging Membership Roster
  - LeadingAge Grants
• Grassroots funding
  - Society for Nonprofits
  - Resource Generation

Don't Fret!
Small amount or in-kind donations can have a large impact.
HELP CREATE A NEW GROUP

• Identify existing nonprofits and CBOs that could provide supports and resources -- build upon that existing infrastructure.
  - Local senior centers, buildings with high % of older adults, faith-based orgs

• Consider assembling an advisory board to provide direction, promote buy-in, and create further partnerships.
  - Cultural orgs; religious institutions; elected officials; senior service providers; local businesses; & housing orgs.

• Build connections with social workers and other high-touch, high-frequency care providers.
AGE-FRIENDLY NEIGHBORHOOD GROUPS IN ACTION

An active member of Community Board 3, the 81st Precinct Community Council, Community Education Council 16 and Boys and Girls High School Community Advisory Committee, Stefani continues to work on education equity, public safety and emergency preparedness.

During her tenure at the New York City Council, she served as Chair of the Age Friendly Neighborhood Initiative and worked closely with community stakeholders to expand the program, which led to Brooklyn receiving recognition as an Age Friendly City in 2019.
HELP CREATE A NEW GROUP

• Partner with the local business community to promote your emerging Age-friendly Neighborhood group
  - Rely on your local chamber of commerce, business improvement districts

• Get creative with marketing your group
  - Newsletters, church groups, social media ads, senior discount days
HELP ORGANIZATIONS RUN MEETINGS

NYAM's "Age-friendly Neighborhood Organization Toolkit: Fact Sheet Series" provides clear guidelines on project management and running effective meetings.

SUCCESSFUL MEETINGS

Running successful meetings doesn’t happen without pre-planning and establishing roles and responsibilities.

1. **Set the purpose**: Have purposeful meetings with a defined goal such as making a decision, sharing information, commemorating or celebrating an event, connecting socially, or learning something new.

2. **Establish the format**: Depending on the purpose of the meeting, establish the format such as in-person, online, conference call, etc.

3. **Set an agenda**: Note who is speaking on which topic and how much time each speaker will have. Ensure speakers are aware of this information in advance.

EXAMPLE

**Goal**: Increase attendance at programs by 25% in 12 months.

**Project Manager**: Julia

**Objective 1**: Connect with lapsed participants.

- **Task 1**: Create list of lapsed participants.
  - Lead: Mary
  - Deliverable: List of members who have not attended an event in the past 3 months, with emails and phone numbers.
  - Due date: 5/5/2021

- **Task 2**: Identify volunteers to make calls to lapsed members.
  - Lead: Jerry
  - Deliverable: List of five volunteers who have agreed to participate.
  - Due date: 5/10/2021

- **Task 3**: Develop script for volunteer calls.
  - Lead: Donna
  - Deliverable: Draft of short script for phone calls.
  - Due date: 5/12/2021
HELP ORGANIZATIONS RUN MEETINGS

INCLUSIVITY & ACCESSIBILITY

Hosting truly inclusive events takes some careful planning and forethought. Making an event accessible and inclusive improves the experience for everyone and signals the welcoming nature of your organization. The following are sample steps to improve inclusivity and accessibility:

1. For those with hearing loss:
   - Reserve seats close to speakers.
   - Purchase an assistive listening device.
   - Remind meeting participants to speak loudly and clearly, and to limit side conversations as much as possible.
   - Provide closed captioning or sign language interpretation (both of which can be done for online and in-person meetings).

Resources for hosting virtual meetings:
- SeniorPlanet: Zoom Resource Center available in English, Spanish, Chinese, and Russian.

IN-PERSON VS. REMOTE MEETINGS

**Benefits of in-person meetings:**
- Greater variety of activities possible
- Face-to-face interaction builds group camaraderie
- Conversation may flow more naturally
- Less need for tech support

**Benefits of remote meetings:**
- No need to reserve or pay for meeting space
- Participants can join without arranging travel
- Conversation feels more structured
- Ability to easily record meeting

• The factsheet series also provides suggestions for maximizing inclusivity & accessibility as well as older adult-specific resources for managing digital meetings.