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

MISSION, GOALS & STRATEGIES

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

- COVID-19

- **Role of neighborhoods**

- Existence of age-friendly neighborhood organizations

- Phone call we all want

IMAGE:NYC – THE INTERACTIVE MAP OF AGING

http://imagenyc.nyam.org/

- COVID-19

- Role of neighborhoods

- **Existence of age-friendly neighborhood organizations**

- Phone call we all want

AGE-FRIENDLY NEIGHBORHOOD GROUPS IN NEW YORK CITY

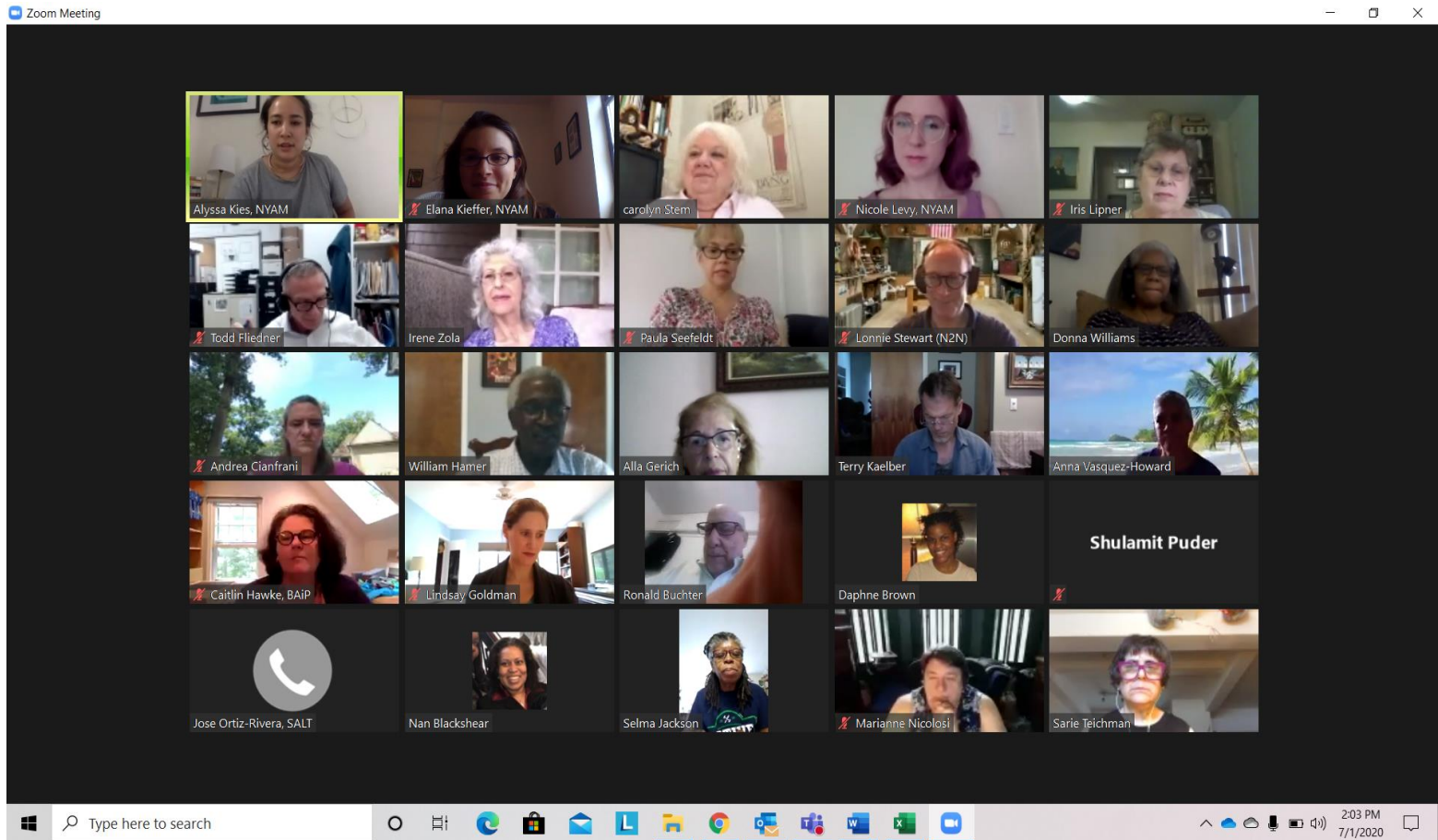# AGE-FRIENDLY NEIGHBORHOOD GROUPS IN NEW YORK CITY

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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

SURVEY

12. Were you in regular contact with others in your Aging-in-Place community prior to the pandemic?
    - ○ Yes
    - ○ 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]
    - ○ Yes
    - ○ No
    - ○ 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"

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

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

"**I made masks** when they were not available and **distributed them**. I checked in on several people who are living alone."
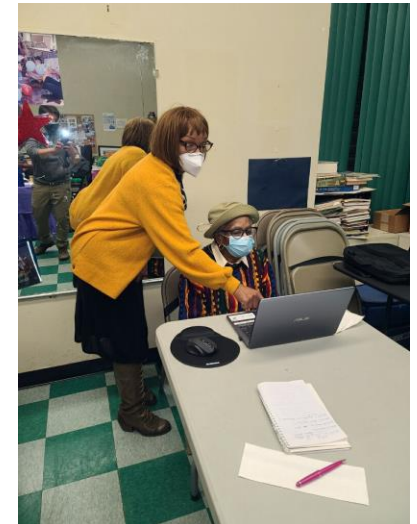
"**We communicated via ZOOM and discussed issues we might have**, such as going out and being afraid of exposure to COVID and getting some feedback from members that ventured out and how they did it. That was very helpful for me."

"**I called people** I know to find out **how they were doing/coping**"

AGE-FRIENDLY NEIGHBORHOOD GRANTS

AGE-FRIENDLY NEIGHBORHOOD GROUPS IN ACTION

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.

THE NEW YORK ACADEMY OF MEDICINE

AGE-FRIENDLY NEIGHBORHOOD GROUPS IN ACTION

Assemblymember
Stefani Zinerman
Assembly District 56

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

- The factsheet series also provides suggestions for maximizing inclusivity & accessibility as well as older adult-specific resources for managing digital 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.
- DOROT: **Guide to Connecting With Friends and Family on Zoom**.

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

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