Organizing Your Community for Aging in Place

NAIPC Toolkit
2018
How can we make aging in place more effective in each community?

- Education
- Outreach
- Services

Assets & Needs assessment and mapping and an ACTION PLAN!
Assets being connected = successful community action
Asset Based Community Development
The Dilemma . . .

People and Communities have *deficiencies & needs*

Individuals and Communities have *assets and capacities*
Neighborhoods Needs Map

- Unemployment
- Truancy
- Broken Families
- Slum Housing
- Gangs
- Crime
- Graffiti
- Disability
- Welfare Recipients
- Lead Poisoning
- Illiteracy
- Dropouts
Consequences of the Needs Map for Local Residents

• “We are deficient”
• Our local relationships are damaged
• Most money comes into our community for programs – often narrowly defined
• Money can get misdirected towards professional helpers, not residents
• We place focus on leaders who magnify deficiencies
• We reward failure and foster dependency on systems
• Our community has a poor self-image
• We experience hopelessness
Six Community Assets

Individuals

Associations

Institutions

Physical Space

Exchange

Culture/Stories/History
Community Assets Map

- Business
- Churches/Houses of Worship
- Parks
- Hospitals
- Income
- Older Adults
- Citizens’ Associations
- Gifts of INDIVIDUALS
- Local INSTITUTIONS
- Youth
- Artists
- Labeled People
- Schools
- Community Colleges

NAIPC
Three Planning Questions

1. As neighbors, what can we achieve by using our own assets?

2. What can we achieve with our own assets if we get some outside help?

3. What can’t we do with our assets that must be done by outsiders?
Asset Mapping

• Is looking at the community through a transformed lens

• Is not just listing community resources, not a resource directory, but how they fit into the larger picture

• Is recognizing that your organization’s assets go beyond the staff to the volunteers, the connections each has made to other organizations, individuals and the community’s economy
A Simple Community Asset Map

Associations
- Animal Care Groups
- Anti Crime Groups
- Block Clubs
- Business Organizations
- Charitable Groups
- Civic Events Groups
- Cultural Groups
- Disability/Special Needs Groups
- Education Groups
- Elderly Groups
- Environmental Groups
- Family Support Groups
- Health Advocacy and Fitness
- Heritage Groups
- Hobby and Collectors Groups
- Men's Groups
- Mentoring Groups
- Mutual Support Groups
- Neighborhood Groups
- Political Organizations
- Recreation Groups
- Religious Groups
- Service Clubs
- Social Groups
- Union Groups
- Veteran's Groups
- Women's Groups
- Youth Groups

Physical Space
- Gardens
- Parks
- Playgrounds
- Parking lots
- Bike Paths
- Walking Paths
- Forest / Forest Preserves
- Picnic areas
- Campsites
- Fishing spots
- Duck ponds
- Zoos
- Wildlife center
- Natural Habitats - coastal, marine, amphibian
- Bird Watching Sites
- Star Gazing Sites
- Housing
- Vacant Land & Buildings
- Transit stops and facilities
- Streets

Individuals
- Gifts, Skills, Capacities, Knowledge and Traits of
  - Youth
  - Older Adults
  - Artists
  - Welfare Recipients
  - People with Disabilities
  - Students
  - Parents
  - Entrepreneurs
  - Activists
  - Veterans
  - Ex-offenders

Institutions
- Schools
- Universities
- Community Colleges
- Police Departments
- Hospitals
- Libraries
- Social Service Agencies
- Non Profits
- Museums
- Fire Departments
- Media
- Foundations

Local Economy
- For-Profit Businesses
- Consumer Expenditures
- Merchants
- Chamber of Commerce
- Business Associations
- Banks
- Credit Unions
- Foundations
- Institutional - purchasing power and personnel
- Barter and Exchange
- CDCs
- Corporations & branches
50+ Action Plan

Community Action Plan

(A local example)
Why expand to a Community Plan?

- Government can’t afford to do it all.

- Nonprofit and for-profit businesses are already doing good work and might want to partner on shared work.

- Retirees and still-working older adults want to help the community and remain engaged.
50+ Community Action Plan

Community Forums

- 15 community forums held across Fairfax County.
- Forums co-hosted by Board of Supervisors and Commission on Aging.
- Forums held primarily in English, with a few offered in Korean, Vietnamese, Spanish and Arabic.
- 800 residents provided input at the forums. Comments were also submitted online and by phone.
Forum Break-Outs: Sample
County Forum on Creating a More Aging-Friendly Community
Ideas from June 5, 2013 Forum, West Springfield Government Center

Number of participants: 46

50+ Community forums were held across the county. The public was invited to participate in the process of developing the 2013/2014 50+ Action Plan. At most of the meetings, after a brief introductory session, the participants were invited to participate in two of five small group discussions focused on the following topics: Housing, Transportation, Community Engagement, Safe & Healthy Community, and Services. At the end of each small group session, the participants were asked to vote on the three ideas or initiatives that they thought were most important. The votes for particular ideas were totaled in the "Number of Votes" column of the forum data. Some smaller forum participants did not have the opportunity to vote.

<table>
<thead>
<tr>
<th>SAFE AND HEALTHY COMMUNITY</th>
<th>Number of Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
<td></td>
</tr>
<tr>
<td>Create resources for “Villages” or “Village Model.”</td>
<td>16</td>
</tr>
<tr>
<td>Make resources available – healthcare/home.</td>
<td>10</td>
</tr>
<tr>
<td>Life Style Coaches/Leisure Coaches to promote healthy habits.</td>
<td>10</td>
</tr>
<tr>
<td>Seek small fund grant options to build capacity.</td>
<td>7</td>
</tr>
</tbody>
</table>
50+ Community Action Plan

6 Topic Areas:

1. Safe and Healthy Communities
2. Community Engagement
3. Transportation
4. Housing
5. Services for Older Adults and Family Caregivers
6. Long-Range Planning
50+ Community Action Plan: Guiding Principles

- Initiatives should be **attainable**.
- Initiatives should be **affordable**.
- Initiatives should be **actionable** within the next five years.
- Whenever possible, initiatives should **encourage community capacity building**.
50+ Community Action Plan: Development Process

- Community Input.
- Synthesizing of input.
- Steering committee and expert subcommittees: Recommended initiatives.
- Identification of Community Champions, Commission on Aging Advocates, and Staff Liaisons for each initiative.
- Board of Supervisors’ approval of plan.
- Launch of initiatives.
- Commission on Aging Annual Report to Board of Supervisors.
50+ Community Action Plan: Roles

- **Champion**: Community leader empowered by the Board of Supervisors’ (BOS) endorsement of the 50+ Plan to develop and implement a work plan for the specific Initiative.

- **COA Advocate**: Fairfax Area Commission on Aging (COA) representative who serves as an advocate for the initiative’s Champion and County Liaison.

- **County Liaison**: Fairfax County staff person who provides assistance and linkages to County resources and serves as a County contact for the initiative’s Champion and COA Advocate.
50+ Community Partners

Nonprofits and For-profits, including:

- George Mason University
- Inova Hospital
- Arts Council of Fairfax County
- Jewish Community of Fairfax County
- AARP Virginia
- Volunteer Fairfax
- Graceful Care Home Care Agency
- Integrity One Partners
- Refraction
## 50+ Community Action Plan: Initiative Scoring Key

<table>
<thead>
<tr>
<th>SCORING KEY</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>●●●●●</td>
<td>Initiative has been achieved or is now an established operation.</td>
</tr>
<tr>
<td>●●●○</td>
<td>Initiative has made good progress and accomplished more than half of its initial goals.</td>
</tr>
<tr>
<td>●●○○</td>
<td>Initiative has made some progress and is moving forward.</td>
</tr>
<tr>
<td>●○○○</td>
<td>Initiative has made little progress, due to limited resources or obstacles.</td>
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</tbody>
</table>
Safe and Healthy Communities

- Arts Initiative (Creative Aging Festival)
- Park Authority 50+ Initiatives
- Criminal Exploitation Prevention
- Project Lifesaver Expansion
- Pre-Notification 911
- Building Community Partnerships to Enhance Behavioral Health for Seniors
Community Engagement

- Fairfax 50+ Community (Fairfax 50+ Facebook Page)
- Grand Involve: Intergenerational Volunteering in Elementary School
- Venture into Volunteering
- Increase Employment and Entrepreneurship Opportunities
- Neighbor to Neighbor (N2N)
- Kaleidoscope 50+: Perspectives on Culture
- Library Opportunities for 50+
Transportation

●●●● NV Rides
●●●● Senior Mobility Fair
●●●● Universal Real-Time Online Transit Data Portal
●● Mobility Management Program
●● Partnership to Provide Medical Transportation
Housing

- Accessibility Guide for Home Modifications
- Help People Stay in Their Homes with Technology
- Latitude in Land Use Cases for Affordable Older Adult Housing
- Universal Design (UD)
- Home Sharing Initiative
- Neighborhood-Based Older Adult Housing
- Home Property Management Services
Services for Older Adults and Family Caregivers

- Caring for the Caregiver
- Creating a Communication Buzz (50+ Community Ambassadors)
- Optimizing the Number of Links into the County’s Older Adults Page
- Housing for Older Homeless Adults and Those at Risk of Becoming Homeless
- Home Health Care Cooperative
50+ Community Action Plan: Lessons Learned

- Government, nonprofit, and for-profit can work together to provide options for older adults and create more livable communities.

- Community input and engagement results in a more successful plan.

- Input must be shared and synthesized so stakeholders feel heard.

- All partners should both benefit and contribute to the shared work.

- Involvement of elected officials adds leverage and visibility to community projects.
Sources:

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Both presentations are from NAIPC’s Annual Meeting. Recordings are available upon request to NAIPC@ageinplace.org.