Organizing your Community for Aging in Place

National Aging in Place Council
## Contents

A Preface to NAIPC Toolkits ................................................................. 3  
Project Summary ............................................................................... 4  
   Connectivity Chart ...................................................................... 5  
Project Overview ............................................................................ 6  
   Conducting your Chapter meeting ............................................ 7  
   Chapter Meeting Agenda ......................................................... 7  
   Community Organization Chart .............................................. 8  
   Oversight Committee & Working Groups ............................... 9  
   Models of Community Organization ..................................... 12  
      The Asset Group .................................................................. 13  
      Community Asset Map ...................................................... 15  
      The Needs Group ................................................................ 16  
      Action Plan ......................................................................... 18  
   Reaching out to Residents ....................................................... 20  

---

### A Preface to NAIPC Toolkits

This chapter provides an introduction to the NAIPC Toolkits, explaining their purpose and how they can be used to improve community organization and support.

### Project Summary

This section outlines the main objectives and goals of the project, setting the stage for the subsequent chapters.

### Connectivity Chart

A visual representation of the project's components and their interconnections.

### Project Overview

A comprehensive overview of the project, detailing its components and the expected outcomes.

### Conducting your Chapter meeting

Guidelines and best practices for conducting effective chapter meetings.

### Chapter Meeting Agenda

A structured agenda for chapter meetings, ensuring that all critical points are covered.

### Community Organization Chart

A visual representation of the community organization framework.

### Oversight Committee & Working Groups

Overview of the Oversight Committee and its role in guiding the project, along with details on the various working groups.

### Models of Community Organization

Discussion of different models of community organization and their applications.

#### The Asset Group

Focuses on identifying and leveraging available resources and assets within the community.

#### Community Asset Map

A detailed map illustrating the community assets identified in the Asset Group.

#### The Needs Group

Analysis of the community's needs and gaps in resources.

#### Action Plan

Strategies and actions proposed to address the identified needs and utilize the available assets.

### Reaching out to Residents

Techniques and strategies for engaging and involving residents in the community organization process.
A Preface to NAIPC Toolkits

In an effort to help NAIPC chapters come up with meeting objectives, as well as offer guidance for future chapter initiatives, advocacy and direction National has created a set of toolkits.

Each toolkit consists of step-by-step processes for conducting a chapter, community and/or committee meeting, a presentation for the local chapter, a meeting agenda, a guide for recruiting speakers—if applicable—and a breakdown of the tasks required.

“Organizing Your Community for Aging in Place” is a chapter guide to engage the local aging community (be it seniors, caregivers, businesses or organizations and associations) to jointly establish a successful system for aging in place, which includes a delivery system for services.

This toolkit provides chapters and communities with:

- A project overview.
- A plan for assessing, mapping and meeting community needs.
- Examples of successful examples and action plans.
Project Summary

As people age and face cognitive, mobility and confidence issues, they find themselves in an information avalanche. Where do they begin to find and access what they need? The Baby Boomers coupled with the miracle of longevity has created a huge market for solutions and services. But the combination has not yet created a simple and well enough known method of accessing these services.

A successful system for aging in place requires the participation of an entire community to create a delivery system that’s collaborative and presents one voice for aging in the community.

The steps in this toolkit will guide your chapter to facilitate the creation of the delivery system your aging community needs.

The chapter will form an Oversight Committee and two working groups to better assess the community and devise an action plan, which will then be implemented by the chapter and their collaborators.

This toolkit consists of a step-by-step document, as well as a corresponding PowerPoint presentation.

Questions or requests can be sent to NAIPC@ageinplace.org.
Connectivity Chart

Chapter Meeting
- Begin with a Chapter Meeting
- Present Toolkit and PowerPoint Presentation
- Plan a Committee Meeting

Committee Meeting
- Hold Committee Meeting
- Establish an Oversight Committee
- Form two working groups
  - The Asset Group
  - The Needs Group

Oversight Committee
- Oversight Committee will oversee and assist the working groups
  - The Asset Group (Working Group 1)
  - The Needs Group (Working Group 2)

Working Groups
- The Asset Group assesses and maps community assets
- The Needs Group assesses community needs
- Both The Asset and Needs Groups will:
  - Conduct Community Meetings
  - Have Listening Sessions with local seniors, organizations, etc.
  - Devise an Action Plan

Action Plan
- Community outreach
- Community Implementation
Project Overview: The Chapter’s Role

The big question is, how can we make aging in place more effective in each community? By involving aging in place specialists, the local aging community, seniors, caregivers and everyone in between you will be able to map and assess your communities needs and assets, while working together to create a plan of action.

Successful community action is the result of assets being connected. The chapter will become the connector, bringing together the local aging in place community to address (see Assessment and Mapping) the needs and highlight (see Action Plan) the assets in their area.

Organizing your community for aging in place is no small task. We recommend partnering with a university department, in health or gerontology, where faculty and students can use this as a teaching tool. Students in these departments often need to do practical internships for credits.

In this toolkit you will find suggested agendas and steps for conducting the chapter meetings, as well as presentations with suggested meetings, plans and actions for the chapter to follow when the time comes to take action.
Conducting Your Chapter Meeting

Step 1: NAIPC Chapter Leadership considers whether to pursue the role of connector to organize the community to age in place.

Step 2: Preparing the Chapter for its first deliberative meeting about the plan
- Send agenda and package of information (toolkit and powerpoint) in advance.
- Include questions to consider before the meeting.
- Present the Toolkit and PowerPoint to the Chapter.

Step 3: Hold first chapter meeting following the sample agenda (below).

Step 4: Establish Oversight Committee and two Working Groups.
- The Asset Group – working group 1
- The Needs Group – working group 2

Step 5: Develop and submit a plan for the Community Meeting.

Step 6: Enact action plan in your community.

To help you conduct a chapter meeting here is a suggested meeting agenda for you to use.

NAIPC Chapter Meeting Agenda:

1. Discussion on organizing your community – How can we make aging in place more effective in our community?
   a. Conduct preliminary asset and needs assessments
2. Nominations for Organizing Oversight Committee – 3 to 4 to oversee, maintain communication and approve initiatives and development. Chapters at liberty to set Committee’s duties.
3. Decide composition of both The Asset and Needs Groups.
4. Set tasks, initiatives and attainable time frame along with a follow up meeting.
Community Organization Chart
Oversight Committee & Working Groups

Form a committee of members to oversee the organizational process, meetings and assessments. Then divide into two working groups. Committee members can be in a working group but are not required to be.

Working Group 1 – The Asset Group will focus on asset assessment and mapping. Group 2 – The Needs Group will focus on needs assessment. Working Groups can consist of members and non-members. (Both are described in the following pages.)

Next the oversight committee and two working groups should conduct a meeting with the community to begin mapping and assessing assets and needs. Hearing first-hand from seniors and their caregivers, as well as local organizations and associations, will provide the necessary information for each working group to contribute to the community action plan.

Your Tasks:

- Form oversight committee – 3 to 4 members to oversee all tasks, initiatives, development and approvals.
- Form The Asset and The Needs working groups.
- Find location and plan the community meeting.
- Compile a list of invitees. (suggested list provided below)
- Send out invitations (and follow up with phone contacts).
- Run an ad on each of your websites.
- Send out a press release to local media.

Who to invite to the community meeting:

- Hospital organizations;
- Visiting nurse services chapters;
- Alzheimer Association chapters;
- Caregiving organizations;
- Local agencies on aging (AAAs);
- Financial advisors, bankers, financial services companies.
• Religious organizations that support the poor and aged;
• Civic organizations including, police and fire departments, Chamber of Commerce, etc.;
• Local colleges and universities—health, gerontology, social work departments;
• Local government officials; and
• Local seniors and their caregivers.

Suggested Session Structure for the initial community meeting:

• Begin with a presentation and powerpoint of what NAIPC is and your role in the community.
• Propose an agenda and accept input.
• Discuss what your community has that supports aging and what is missing. Go around the room so each organization and/or senior can respond.
• Recruit a wide-range of talent to participate in working groups.
• Discuss next steps. Make sure to set a follow up meeting.
This is a big initiative, so
   a. Make tasks manageable and practical.
   b. Establish a realistic time frame to conduct assessments and other tasks.

The Oversight Committee, The Asset Group and The Needs Group will come together to:
   a. Create an action plan.
   b. Administer a list of initiatives.

Involve local government and find student interns for assistance with the entirety of this project. (See slide 17).

• 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**.
Models for Community Organization

Our goal is to clear the clutter of aging information, eliminate confusion and maximize accessibility to older residents in your community. To achieve this, it behooves us to involve as many people, businesses, institutions as possible within the community and nearby. Competition may be inherent to business—competition for clients, funding, attention, recognition—and so we must accept we are requesting setting aside propriety, ego and brand for the good of the community. We must band together to create a focus within communities.

Once you have successfully conducted a preliminary organizational Chapter meeting, the accompanying PowerPoint Presentation, entitled “Organizing Your Community for Aging in Place: NAIPC Toolkit,” Can be used as part of your presentation for the Community Meeting. It will walk you step-by-step through the process of further bringing your community together, assessing assets, mapping needs, creating an action plan, developing initiatives and beginning implementation in your community.
• The Asset Group

An Asset Based Community Development (ABCD) approach recognizes that while people and communities have deficiencies and needs, they also have assets and capacities (See slide 5). Rather than starting from scratch and reinventing the wheel, ABCD begins with mapping both the needs of the community and the existing assets that can help fulfill needs. (See slides 6-9).

1. The “neighborhood needs map” on slide 6 can be replicated for your community’s needs.
2. It can also be amended to reflect your specific neighborhoods.
3. Once mapping is complete, make a list of consequences of the needs map for local residents. (See slide 7)

Then list the community assets, such as: (See slide 8)

• Individuals,
• Associations,
• Institutions,
• Physical space,
• Exchange and
• Culture/Stories/History.

Your community may have any combination of these six building blocks.

Based on this, The Asset Group can create a Community Assets Map. (See slide 9). Community members know about the local assets. Successful community action is the result of assets that were not connected being connected. Needs are aligned with assets.
This process does not start by asking, “What are our problems and what outside institutions can fix them?” Instead, the ABCD process always begins by asking, “What is our vision and what asset do we have to make that vision come true?”

Three planning questions for neighborhoods: (See slide 10)

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 and not just listing community resources. It is not a resource directory, but how the assets fit into the larger picture. Mapping is recognizing that an organization’s assets go beyond the staff to the volunteers, the connections each has made with other organizations, individuals and the community’s economy. (See slide 11).

Use a simple community asset map like the example on Slide 12 to assess and map your community.
Community Asset Map

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 spots and facilities
- Streets

Physical

Individuals
- Gifts, skills, capacities, knowledge and traits of
- Youth
- Older adults
- Artists
- Welfare recipients
- People with disabilities
- Students
- Parents
- Entrepreneurs
- Activists
- Veterans
- Ex-offenders

Individuals

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
- CBOs
- Corporations & branches

Local Economy

Institutions
- Schools
- Universities
- Community colleges
- Police departments
- Hospitals
- Libraries
- Social service agencies
- Nonprofits
- Museums
- Fire departments
- Media
- Foundations

Institutions

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
- Mentoring groups
- Mental health groups
- Neighborhood groups
- Political organizations
- Recreation groups
- Religious groups
- Service clubs
- Union groups
- Veteran's groups
- Women's groups
- Youth groups

Associations
• The Needs Group

Assets are half the equation, needs the other. The model presented here is one that the Fairfax County Agency on Aging used to construct their 50+ Action Plan in order to learn about and respond to the needs of its rapidly increasing share of older residents. (Slides 14 through 29 of the PowerPoint Presentation derive from Director of Livable Communities Development for Fairfax County (VA) Area Agency on Aging, Jacquie Woodruff’s NAIPC annual meeting presentation.)

The Needs Group will be responsible for assessing the needs for their local residents. The Asset Group may have a “needs map” similar to Slide 6, that The Needs Group can use as their initial list.

Why expand to a community?
• Because government can’t afford to do it all.
• And it does not have the bandwidth to do it all.
• Nonprofit and for-profit businesses are already doing good work and may want to partner.
• Retirees, working adults and students may want to help their community and remain engaged. (See slide 14).
Open forums for residents:
• Should be held to educate the community and assess their needs.
• The use of different languages to reach the populations represented will aid in the outreach, education and feedback of the local seniors, residents and caregivers.

As an example, 15 community forums were held across Fairfax county with Board Supervisors and the Commission on Aging as co-hosts. The forums were held primarily in English with a few offered in Korean, Vietnamese, Spanish and Arabic. 800 residents provided input at the forums. (See slides 15 and 16).
• **Action Plan**

The 50+ Action Plan’s resulting plan consisted of addressing issues in six topic areas: (See slide 17)

- Safe and Healthy Communities,
- Community Engagement,
- Transportation,
- Housing,
- Services for Older Adults and Family Caregivers and
- Long-Range Planning.

The action plan development process includes: (See slide 19)

- 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.
- NAIPC chapter committee’s approval of the plan.
- Launch of initiatives.

Leadership teams should be formed to deal with initiatives in each of the action areas consisting of a: (See slide 20)

- **Community Leader** to develop and implement a work plan for the specific initiative.
- **COA Advocate**: Area Commission on Aging (COA) representative that serves as an advocate for the initiative’s champion and county liaison.
- **County Liaison**: a 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.

Community partners including universities, health organizations and hospitals, religious organizations and companies should then be recruited for support (paralleling the ABCD approach). Initiatives should be designed in each area and,
perhaps most significantly, a scoring key to establish and trace the progress of each initiative on an ongoing basis. (See slides 21-28).

Action Plan Goals:

- 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.
- Involve elected officials, which adds leverage and visibility to community projects.
Reaching out to Residents

Both the ABCD and 50+ Action Plan approaches involve those residents of the community willing to give the time to share in the planning. Once a community improvement effort begins to be implemented, whether the objective is to simply create a plan to organize your community or to ultimately result in an aging in place center, much wider spread participation is needed. Residents must be educated about the existence of the new service delivery systems and then urged to utilize them.

Making this real and practical

By involving a community in a project like this, the chapter will be creating familiarity and trust amongst residents, businesses, aging-focused organizations and government. It brings together many elements into a unit with one direction for the benefit of everyone involved.

NAIPC will continue to track the progress of this effort. We will continue to learn about it from results from communities such as Fairfax County and share it with our chapters and any interested members.

We ask that you share your progress and results with us as well.