



# Membership Application

To join the **AARP Network of Age-Friendly Communities** and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email *livable@aarpp.org* or call 202-434-2430
- If you need additional space for answering the questions you may add an additional sheet of paper.

APPLICATION SUBMISSION DATE: 1/3/2017

## Section 1: COMMUNITY DETAILS

**NAME OF THE COMMUNITY:** City of Peabody

**STATE:** Massachusetts

**POPULATION SIZE:** 53,000

**PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60:** 30%

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT:** Mayor Edward A. Bettencourt, Jr.

**OFFICE ADDRESS OF THE SIGNER:** 24 Lowell Street, Peabody, MA 01960

## Section 2: COMMUNITY CONTACT FOR THE AARP NETWORK OF AGE-FRIENDLY COMMUNITIES

The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Please describe the named person’s role in the city or community’s age-friendly initiative:**

Christopher Ryder, Chief of Staff for Mayor Edward A. Bettencourt will be responsible for managing all aspects of the City of Peabody’s Age-Friendly initiative, including coordinating with AARP Massachusetts, preparing member application materials, serving as the Mayor’s liaison to the City Council, Council on Aging, Friends of the Peabody Council on Aging, Steering Committee and Task Force members, overseeing Community Needs Assessment, and implementation of age-friendly recommendations / initiatives.

### Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

**1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.**

The City of Peabody has always been extremely supportive of its senior population. In 2016 we not only celebrated the City's 100 birthday but also celebrated the 25th anniversary of the Torigian Senior Center building. Over the past 25 years when several communities throughout the Commonwealth underfunded their local Council on Aging or even questioned their very existence, the City of Peabody was a shining example of how a community cares for its most deserving senior population through a well-supported senior center. The Peabody Council on Aging was established by a City Ordinance in 1959. As we take a look back we can see that many of our services, programs and activities that are provided were based on the 1965 Older Americans Act. We take great pride in our transportation, nutrition and social service departments all cornerstones of the Older Americans Act. In 1980 the COA moved from their space at the Knight of Columbus Hall to the renovated PHA Seeglitiz building and became the home of the senior center for the next ten years. In 1991 the newly built Torigian Senior Center with 33,000 square feet of space opened allowing us to add an Adult Day Health program to our many services. The Adult Day Health Program not only allowed families much needed respite care but also stimulated the participants that attend the program. As we know from countless recently published articles social isolation exacerbates dementia, can lead to depression and increased serious health issues. Another important service that the PCOA provides is transportation. Project Mobility started with one van that was used to transport seniors to a local schools to attend a lunch program. Currently, 10 full time drivers transport Peabody seniors, aged 60 years and older, and disabled Peabody residents to medical appointments, shopping, and other errands. Seniors are also transported to the senior center for lunch and to participate in classes and activities or to attend our Adult Day Health Program on site. Each year the transportation department provides close to 48,000 door to door rides per year. If we look closer at percentages we note that 28% of the transports were to attend our Adult Day Health program, 24.5% were for medical appointments, 12% were to attend the lunch program, leaving 9.5% for shopping and 26% for miscellaneous trips. Three years ago we started a shuttle service transporting Veterans to the Boston VA Medical Center in Jamaica Plain. We identified the need of lack of low cost transportation into Boston for our veterans. We had great concerns with an aging WWII veteran's traveling into Boston to for appointments at the hearing clinic. I am happy to report that this transportation program has been extremely successful allowing many Veteran's to receive hearing aides and access to other health services offered at the Boston facility. Of the 349 senior centers in Massachusetts we operate the only Adult Day Health Program in the state managed by a COA. Over the last several years other senior's centers have opened supportive day programs without the medical component. This year we celebrated the 25th anniversary of our program the Roger B. Trask Adult Day Health Program managed by the Peabody Council on Aging. For the past twenty five years our program has provided both wonderful care to the participants as well as incredible support to their caregivers. We are extremely proud of our program and the care that is given each and every day to our clients. Last year the Commonwealth of Massachusetts decided to license all of the ADH programs operating in the state. We applied for licensure and after our recent inspection from DPH, we can proudly state that we are now a licensed facility. One change that we made to our program before applying for the license was to add a full kitchen. Our main commercial kitchen prepares the meals but the kitchen added so much to the ADH program. We also purchased a meal delivery system similar to ones used in hospitals with covered dishes over heated plates allowing the meal to remain hotter for a longer period of time. Changing the meal services was expensive, but we felt it provided a much better product. One of the other new requirements for licensure was to contract with a registered dietitian 4 hours quarterly to

evaluate our monthly menus and observe our nutrition program. The RD was impressed with the meal delivery system and was extremely complimentary of the meals served. Most ADH program receive their food from an outside caterer. We are fortunate to cook the meals on site. With the increased cost of licensure we have still managed to keep the private pay rates at \$59 per day slightly over the Mass Health rate and we continue to offer scholarships to clients in need. We will reevaluate the private pay rate in the spring as it has been quite costly adding this additional licensure requirements. Many of the surrounding ADH programs charge \$80 to \$100 per day for private pay clients. Social Services (outreach department) is another cornerstone of the Older Americans Act. Daily two licenced social workers and three outreach workers assist seniors with applications for fuel assistance, SNAP program, housing, health insurance and other information and refferals for many other programs and services. Activities: The senior's at the center are an extremely active group. Exercise is an important part of their weekly routines. It helps to maintain flexibility as well as strong bones. A large number of participants are in our health and wellness classes. We currently have aerobics three times per week, Bocce, corn hole, ballroom dancing, chair yoga, line dancing and Zumba classes. We have exercise classes that take a more therapeutic approach to building a strong core. Our fitness room is extremely popular. We have added two new groups this year: a walking club and a Tia Chi class that meets later in the afternoon. We also host eleven large functions throughout the year with 350+ in attendance. One of the most important jobs that we do in our senior center is to keep people active and engaged in the community as isolation is one of the most destructive forces facing the senior population toady as it can lead to numerous health issues especially depression. Volunteers: This was another wonderful year for volunteer participation at the Peabody Council on Aging (PCOA). This year alone volunteers donated 34,463 hours of their time and talents to enhance the services provided by the PCOA. The staff and board members show their appreciation to over 300 volunteers by hosting an annual holiday pie event and Friends of the Peabody Council on Aging sponser the annual Volunteer Appreciation Luncheon in June at the Danversport Yacht Club. We rely so heavily on our volunteer workforce that we hope that the two special events show how much we truly appreciate all of their hard work. Nutrition Program: The seniors that attend the daily nutrition program are extremely pleased with the meals that are served as documented in yearly evaluation and daily attendance. The total number of meals served last year were 38,442 consisting of 17,669 congregate meals, 8,526 café meals, 7,915 meals served in the the Roger Trask ADH program, leaving 4,332 meals that were served at our special events luncheons. Breaking the numbers down even more we see that 16.5% of the seniors for the nutrition program travel in on our buses leaving 83.5% of the seniors using their own vehicles to attend the program.

**2) How will the community engage and involve older people in the process of becoming a more age-friendly?**

Mayor Bettencourt realizes that engaging older residents in the process of becoming a more age-friendly community is essential. The Mayor plans to enlist the support of members of the Peabody Council on Aging as well as the Friends of the Peabody Council on Aging to help organize community stakeholders, conduct baseline assessment of age-friendliness, develop a three-year city-wide action plan based on the assessment and monitor the city's progress against the plan. We plan to develop a survey which will assess/question the current services available and unmet needs. We will consult with other cities who have used a survey tool, working with a Committee of Seniors, Council members and other interested parties, we will frame the survey. We have two data bases of names in the amount of 14,000 which we will use as our mailing list. In analyzing the survey, we will determine which of the programs/activities are most and least value. Investigate the reason why some of the programs are not appealing and adjust if possible to increase participation. Remove programs which are no longer valid. Establish a working committee of seniors and other from the city Departments appropriate to the program/service in question. Refer concerns to the appropriate department which would assess the concern and determine if action is possible and cost effective. Establish goals to enhance the programs/services to encourage participation.

**3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.**

Peabody is a growing City with a population of 53,000. Assets include a Senior Center with an average of 400 attendees daily in addition to ADH program serving 40 participants daily, lunch and take home meals daily, a fleet of buses providing transportation to medical appointments, shopping, bi-monthly trips to Boston VA medical hospital, Social Work Support, SHINE program volunteers, health and fitness programs, fitness room with appropriate equipment, social activities, support groups, educational and training programs just to name a few. Presently the senior center has over 300 registered volunteers providing a variety of services to seniors and working with staff on many senior center projects. Friendly phone visits as well as outreach into homes is available. Peabody has been judged a walking city, Museums which exhibit artifacts of prior City industry, variety of shops and dining, several bike paths, parks, MBTA bus service. The RIDE is available for those who qualify. North Shore Elder Services, the Area Agency on Aging provides a wide range of Home Care and other services to Peabody residents. Please see question 2 for collaborative planning and implementation between different city agencies and departments. Peabody has a large stock of Housing options for seniors. The senior center works closely with the Peabody Housing Authority as well with the privately owned subsidized apartments in the city. In spite of the large number of affordable housing units there is still large waiting list. Housing units are available for middle and higher income seniors. In addition several Assisted Living Facilities which are located near community activity, transportation and shopping are available. The senior center has a licensed Adult Day Health program which is self sustaining. There are three nursing homes and one long term chronic care hospital, Brooksby Village a continued care community with 2,000 residents. Our Peabody Access Television is available to seniors and staff in featuring issues which keep seniors aware of activities and important matters concerning health and safety. In planning we will be assessing the needs for additional affordable housing. Volunteer programs, the safety of seniors with limited mobility in our parks, and other areas of concern will become apparent as committees meet to assess conditions.

#### Section 4: NETWORK MEMBERSHIP


Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

#### 4) How do you hope to contribute to the AARP Network of Age-Friendly Communities and the World Health Organization Global Network of Age-Friendly Communities?

Mayor Edward A. Bettencourt has assigned Christopher Ryder, Chief of Staff to be the City liaison to work with the Director of the PCOA and others to spearhead the Peabody's Age Friendly Community initiative. Several working groups will be formed, working with City Departments, organizations and older residents. Their role will be to provide information on what is presently available for older adults in Peabody, and what is needed to improve services/programs as well as specific recommendations to achieve an Age Friendly Community. A survey will be created to question seniors and others in the community regarding their use of services currently offered. It will also address the satisfaction of community of those services and identify additional services that are needed. The survey will be distributed thru the PCOA monthly newsletter which reaches over 3000 people by mail plus the center attendance and the Friends of PCOA has a mailing list of over 11,000 names some of who already contribute to their annual appeal.

#### 5) What motivated your community to join the AARP Network of Age-Friendly Communities and the World Health Organization Global Network of Age-Friendly Communities?

The Mayor and the City Council of Peabody has been committed to serving the Seniors of Peabody since 1959 when the City Ordinance establishing the Council on Aging. During that period the Senior Center has been in place, helped establish classrooms, and refers the senior center number of services organizing a center for lunch and activities. Project Health program. A Director is responsible for the cadre of registered volunteers numbering to over 300. Presently, the Elected Officials, the Board Members of the Council on Aging, and staff feel that we have been and continue to be invested in being an Age Friendly Community. Our community leaders and seniors are proud of the programs. Through the years we have shared our knowledge and experience with other communities in Massachusetts. We continue to do that. Having guidance from AARP Network, and the WHO Global Network gives us the opportunity to share our skills nationally and internationally. Thus giving us more resources and ability to grow and help others grow as well.



The logo for AARP Livable Communities is circular with a red border and the text "AARP LIVABLE COMMUNITIES" around the top. Inside the circle, there are icons representing a house, a person with a cane, a person on a bicycle, a person walking, and a bus.

#### 6) Please provide a digital file or link of a logo or other image that represents your community.

The image resolution should be at least 72 dpi. As an example of an image, here's ours >