



Membership Application

To join the **AARP Network of Age-Friendly States and 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@aarp.org
- If you need additional space for answering the questions you may add an additional sheet of paper

Section 1: COMMUNITY DETAILS

APPLICATION SUBMISSION DATE: 4/09/2019

NAME OF THE COMMUNITY: Essex (Cape Ann)

STATE: Massachusetts

POPULATION SIZE: 3,632

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 26.8%

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: Lisa O'Donnell, Chair,
Board of Selectmen**

OFFICE ADDRESS OF THE SIGNER: Town Hall, 30 Martin St. 2nd Fl., Essex, MA 01929

Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and 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 contact information]

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

Kristen is the Director of the Essex Council on Aging, and works closely with the local Area Aging Access Point for the Cape Ann Region. She serves on a committee lead by Linnea Hagberg, who is a 25 year resident of Gloucester. Linnea currently serves as SeniorCare Inc.'s Director of Community Programs and Planning. SeniorCare Inc. is the federally designated Area Agency on Aging and state designated Aging Services Access Point for the Cape Ann region and is headquartered in Gloucester. Linnea serves on several regional boards including Cape Ann Mass in Motion.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit [AARP.org/Livable-Subscribe](#).

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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.

Cape Ann is comprised of the towns of Essex, Manchester-by-the-Sea, and Rockport and the city of Gloucester. SeniorCare, Inc is the federally designated Area Agency on Aging for the region and the state designated Aging Services Access Point. SeniorCare is a community organization that provides a one-stop portal for information and services to elders and adults with disabilities for the Greater North Shore and Cape Ann. SeniorCare provides important services such as homecare, protective services, transportation, nursing home ombudsmen, money management, health insurance counseling, caregiver support, nutrition and other programs meant to help people stay in their homes and promote quality of life. The four communities of Cape Ann are also each served by individual Councils on Aging which provide medical transportation, fitness programs, health insurance information counseling, socialization opportunities, and a myriad of other programs. Addison Gilbert Hospital, located in Gloucester, MA, has demonstrated leadership in geriatric care through their Senior Adult Unit & NICHE Program. SeniorCare Inc is the convener of the Age and Dementia Friendly initiative on CapeAnn and established Age & Dementia Friendly Cape Ann (ADFCA) through a generous donation from the Tufts Health Plan Foundation. ADFCA has established a Steering Committee comprised of older adults, caregivers and a regional representation from all Age Friendly Domains. The first step in Cape Ann's progress toward becoming more age friendly was to assess the strengths and needs of the community. ADFCA worked with the Gerontology Institute at University of Massachusetts Boston on a regional needs assessment. In order to include additional community input, ADFCA supplemented the UMass Boston assessment with a written and online survey for community residents. Through the community assessment process, priority areas have become apparent. Among these areas are transportation, housing, communication & information, education, and caregiving. A key finding of both assessments was the need for regionalization of services and information. ADFCA will now work with the ADFCA Steering Committee, Councils on Aging (COAs), and municipal representatives to craft an Action Plan. ADFCA will establish action teams in the key areas discussed above to gain a deeper understanding of the community strengths and needs as well as develop actionable goals to make Cape Ann more Age and Dementia Friendly.

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

ADFCA has already begun to engage older adults in the process of becoming more age and dementia friendly. Our Steering Committee includes older adult members as well as caregivers for older adults living with dementia. As we move forward in developing Action Teams we will assure the older adults are included on those teams as well. Older adults have also served as champions in the community, utilizing their connections and knowledge to move the initiative forward and engage all sectors of the community. Additionally, our community assessment process has focused on getting feedback from older adult residents of Cape Ann. This has included mailing a written survey to a random sample of residents age 60+ in all four communities. We have also worked closely with the Retired and Senior Volunteer Program (RSVP), COAs, SeniorCare's wellness and caregiver support programs, as well as the housing authorities of all four communities to target community assessment surveys to older, home bound adults. The UMass Boston Community Assessment process also worked to gain feedback from older adults, specifically through the Community Forums and the Focus Groups.

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.

As the Area Agency on Aging and Aging Services Access Point for the Cape Ann region, SeniorCare is well positioned to serve as a regional convener of stakeholders and decision makers. As there is no regional government or planning board for Cape Ann, SeniorCare has mobilized already established relationships with town administrators, the mayor, Boards of Health, and Councils on Aging as well as a cross-section of non-governmental organizations. The ADFCA Steering Committee comprises representatives of all four communities and all Age Friendly Domains and Dementia Friendly Sectors as well as organizations that work on a regional basis. Action Teams will similarly bring together representatives of different agencies, departments, and community representatives. Working with ADFCA, the town of Essex recently applied for and received a Community Compact Age and Dementia Friendly Best Practice grant. This funding will be used to hire a short-term consultant to assist ADFCA to delineate a plan on how to best work regionally to make Cape Ann more Age and Dementia Friendly. This will include defining what is possible to address as a region versus what must be pursued on an individual community basis. This individual will also focus on planning how to best involve the business community from all four communities in the work of becoming more age and dementia friendly.

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 States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

ADFCA is unique in many ways and we hope to be able to share lessons learned with the AARP Network of Age-Friendly States and Communities. The convener of ADFCA is SeniorCare Inc., an Area Agency on Aging and Aging Services Access Point, not a municipal department. ADFCA is also taking a regional approach to the Age Friendly initiative, encompassing three towns and one small city. Finally, we have chosen to undertake both the Age Friendly and the Dementia Friendly initiatives at the outset. These unique characteristics allow us the opportunity to demonstrate different approaches to the age friendly movement. Our process may be useful to the AARP Network of Age-Friendly States and Communities and the WHO Global Network of Age-Friendly Communities.

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

Approximately one in three Cape Ann residents is currently age 60 or older. The older population of Cape Ann is expected to increase over the coming decades. Projections suggest that this percentage may rise to at least 40% by 2030. In recognition of this significant demographic shift in the region, SeniorCare Inc. decided to undertake an age and dementia friendly initiative. The four communities of Cape Ann are already linked by geography and elements of existing regional operations and as such were well positioned to take a regional approach. We have been unofficially using the AARP and WHO planning model for Age-Friendly Communities and want to fully align with the movement.

6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:



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