



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: 2/20/2019

NAME OF THE COMMUNITY: Holland

STATE: Massachusetts

POPULATION SIZE: 2374

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 21.6%

**NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: Ernie Fancy, Select Board
Chair**

OFFICE ADDRESS OF THE SIGNER: 27 Sturbridge Rd, Holland, MA 01521

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:

As Director at the Holland Community Center, Brenda works closely with the Holland COA, the Friends of the Holland Community Center, many town Boards, Departments, as well as Schools to ensure the most fulfilling life experience for all ages. Holland acknowledges that we have an aging population, but we also acknowledge that age doesn't define how a life should be lived. Every person is different, so every interaction is different as well. Every event is planned to make participation for those with limitations feel as welcome as those who participate in triathalons. With the help of the COA, the Selectboard, and various committees, we are working towards Open Space and Senior Housing, as well as starting a Trail Blazers club to encourage intergenerational outings. Making our town officially Age Friendly, as well as working with AARP is the next logical step in the process.

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.

Brenda Palmer CommunityCenter@HollandMA.Org

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.**

Historically in Holland, the Holland Council on Aging, is the primary entity that supports our Senior population. The mission of the Holland COA is to promote the physical, emotional and economic well-being of older adults and to promote their participation in all aspects of community life, while also helping older adults to live in their own homes for as long as possible. Although we don't have a van, we see the needs of Seniors and the COA provides volunteer transportation when the Elderbus van isn't available. The Friends of the Holland Community Center, have also been very supportive of our Seniors, helping to support our Senior Health Fair, and helping us to get equipment that will help Seniors engage in more outdoor activities. We have an Outreach Worker, Jenn Mott, whose main goal is to help our Seniors find State and Private Assistance Programs, and/or provide wellness visits, and has a monthly coffee social to encourage seniors to meet other seniors as well as making this additional contact for Outreach to see if our Seniors have any other needs, such as handyman duties. We have a lot of support from our Selectboard to make the town more age-friendly and the COA shows again and again that they are willing to send the Director to any meetings she feels help the Senior population.

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

With the resources of AARPs Roadmap to Livability, we will make sure Age Friendly is at the top of each event or project we plan moving forward. Whether it is more seating at an event or new location, a shaded or sunny area for those who may get over heated or cold, flatter, safer surfaces to walk, better lighting, bigger lettering, etc. Recently at our Center, we have added an on site meal prepared program and have had our attendance almost double, in comparison to our meals being outsourced for the past 10 years. This program has had added benefits because the Seniors feel very welcome, and stick around for more socializing & sign up for extra events. We are getting ready to start a campaign to promote Age Friendly through events, emails, facebook, promotional gear and more. Recently our Community Center logo has been changed to become more age friendly. We have a .2 mile walking trail that has 4 benches, the ultimate goal will be to have benches every 20 ft to accommodate additional resting for people with limited mobility. Small accommodations in all areas, like access to large print books for book club, or reader glasses always near the magazine racks also help.

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.

The community leaders, as well as surrounding towns recently got together with James Fuccione from the Massachusetts Healthy Aging Collaborative to talk about working with members of our tri town area (Holland, Brimfield and Wales) and even towns further away, we briefly talked about having a traveling Memory Café, as well as using one towns van for transporation for another town. Now that we have had the first meeting, we will continue to work together in all aspects . We are also finding ways for Seniors to take trips, working with other towns to cut the cost.

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?

We are hoping to contribute to the AARP Network by providing and sharing ideas with other, attending meetings, and spreading the word about this Age Friendly initiative.

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?

We were motivated after attending the MCOA Fall Conference and realized we were already following some of the ideas put forth by the presentors, in addition to realizing we needed help in some other areas. We have formed a Senior Housing Committee and have received a grant to study how we can provide senior housing for our residents. We also participate in the Pioneer Valley Planning Commission House Rehabilitation Program

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:

We are sending you our logo via the email you attached

