

# *The Greater Richmond Age Wave: Our Regional Opportunity & Implementation*

**Hanover County  
Board of Supervisors**  
September 10, 2014

*Age Wave Ready Communities*  
engaged + livable + stable + well



**Thelma Bland Watson, PhD**  
**Executive Director**  
**Senior Connections, The Capital Area Agency on Aging**



**Sara A. Link, MS**  
**Director**  
**Greater Richmond Age Wave Readiness Coalition**

## Presentation Road Map

- Age Wave Managing Partners
- Coming of Age in America- *4 minutes*
- Who is Involved in Planning?
- Adoption of the Plan & Regional Action
- Impacts Now & Future: *Our Opportunities*
- Questions & Answers



# Managing Partners



## Oversight & Fiscal Agent

- Receives & maintains funds
- Aligned w/ Strategic Plan, direct service work, community outreach & Mobility Management Program (transportation)
- Oversight & accountability through Board & Advisory Council
- Budget management

## Academic Backbone

- Provides office space
- Staffs and manages coalition
  - Coordinate, communicate & project management
- Develops distribution and outreach strategy
- Integrates Readiness Plan into academia & courses
- Establishes process to monitor & assess progress
- Budget management



# Connecting Our Work

Approved by Board of Directors  
09/25/12

Senior Connections' 2012-2017 Focused Goals are:

**GOAL 1: Visibility and Marketing**

*Create distinctive and recognizable public image of Senior Connections.*

**GOAL 2: Programs and Services**

*Increase development and delivery of comprehensive and collaborative programs using person-centered practices to address the short and long term needs of older adults, adults with disabilities, and their caregivers.*

**Age Wave Readiness Plan**

A collaborative with Seniors Connections, the Capital Area Agency on Aging, to manage the Richmond Region's "Age Wave Readiness Plan" and the development of Age Wave Readiness tool kits. The mission is to support optimal aging by ensuring that all regional communities are "Engaged, Livable, Sustainable and Well." Email sara.link@agewellva.com for more information.

**GOAL 3: Funding and Resources**

*Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.*

October 2012-September 2017  
Strategic Plan

*"Engaging our Communities  
and Promoting Partnerships"*

**Senior  
Connections**  
The Capital Area Agency on Aging  
*The Resource for Aging Well*



# VCU

VIRGINIA COMMONWEALTH UNIVERSITY

School of Allied Health Professions | Gerontology

As part of Virginia Commonwealth University's Quest for Distinction, the VCU Department of Gerontology's aim is to produce a multidisciplinary cadre of innovative leaders in the field who are equipped with a diverse tool kit of knowledge and skills to serve our aging population and their optimal aging.

The Department of Gerontology offers a Master of Science (Gerontology), a Certificate in Aging Studies, a Ph.D in Health Related Sciences and numerous continuing education and community engagement opportunities.

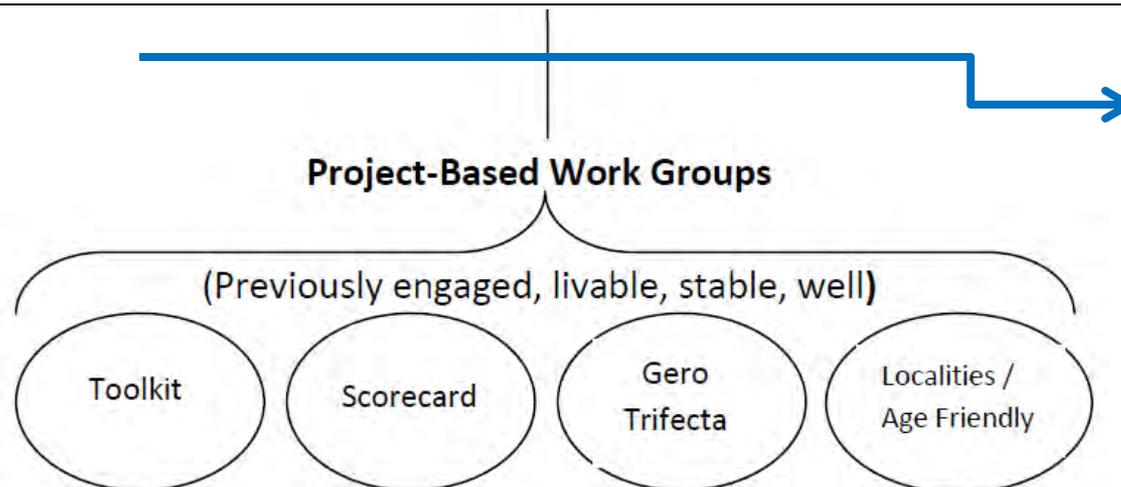
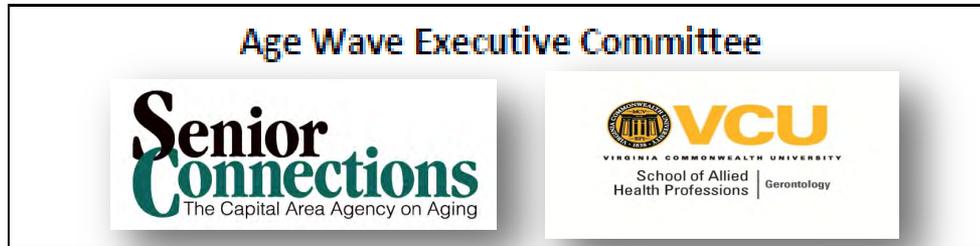


IMPROVING ELDERCARE



**Senior  
Connections**  
The Capital Area Agency on Aging

# Organizational Chart



- Project Based
- Key Deliverables
- Achievable Target
- Measurable Impact

# The Demographic Shift: Coming of Age In America

Vital  
PICTURES

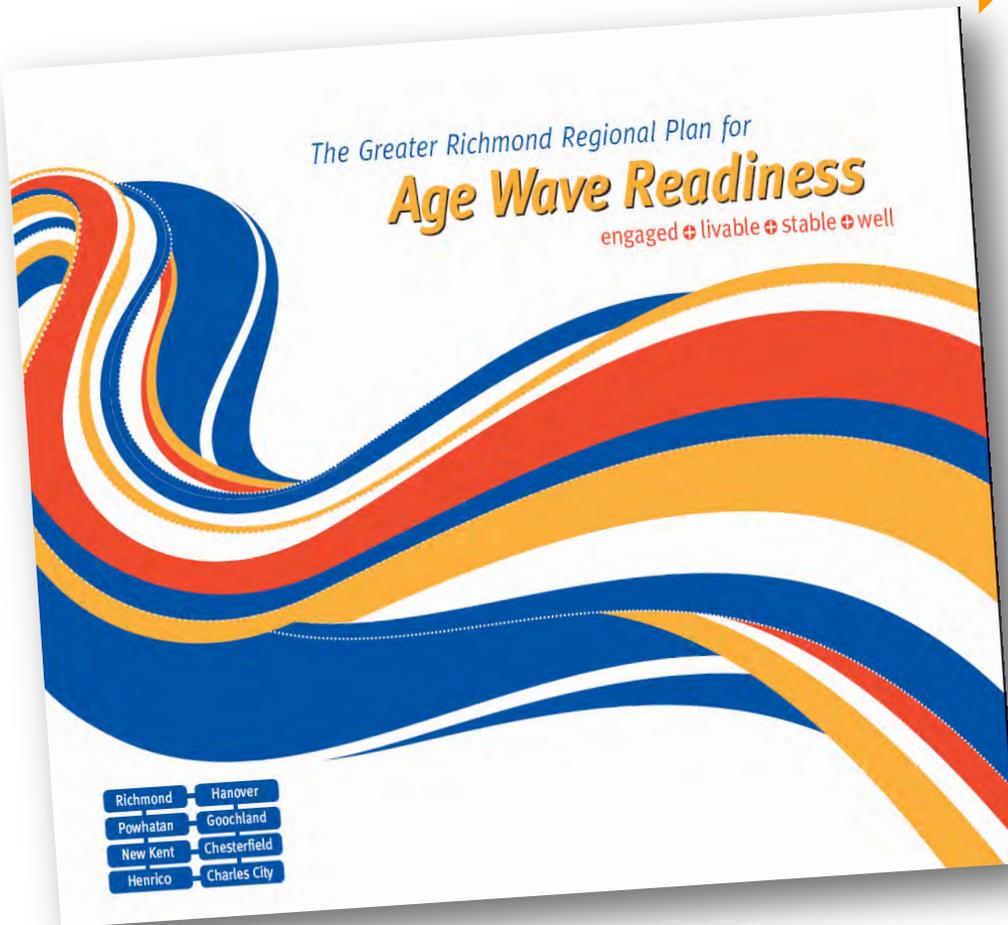


[AgingAmerica\\_Scribe\\_FINAL2\\_WM.wmv](#)

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# Our REGIONAL Call to Action

2012 START HERE



- **Rich Data Worth Sharing.**  
*Your opportunity to impress friends, family and colleagues*
  - **Work Extends Across the Life Continuum.**  
*See artwork of young people expressing value of elders*
  - **Our Community Vision with Real Voices.**  
*Document realized collectively with input that is actionable*
  - **True Workbook with Targeted Strategies and Goal Areas.**  
*Please write in it! Share your ideas with us!*
- 

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# Age Wave in our Commonwealth

## Statewide Initiatives



VIRGINIA DEPARTMENT FOR AGING  
AND REHABILITATIVE SERVICES



An Initiative by Business, Government, Foundations & Nonprofits to Help Virginia Ride the Age Wave

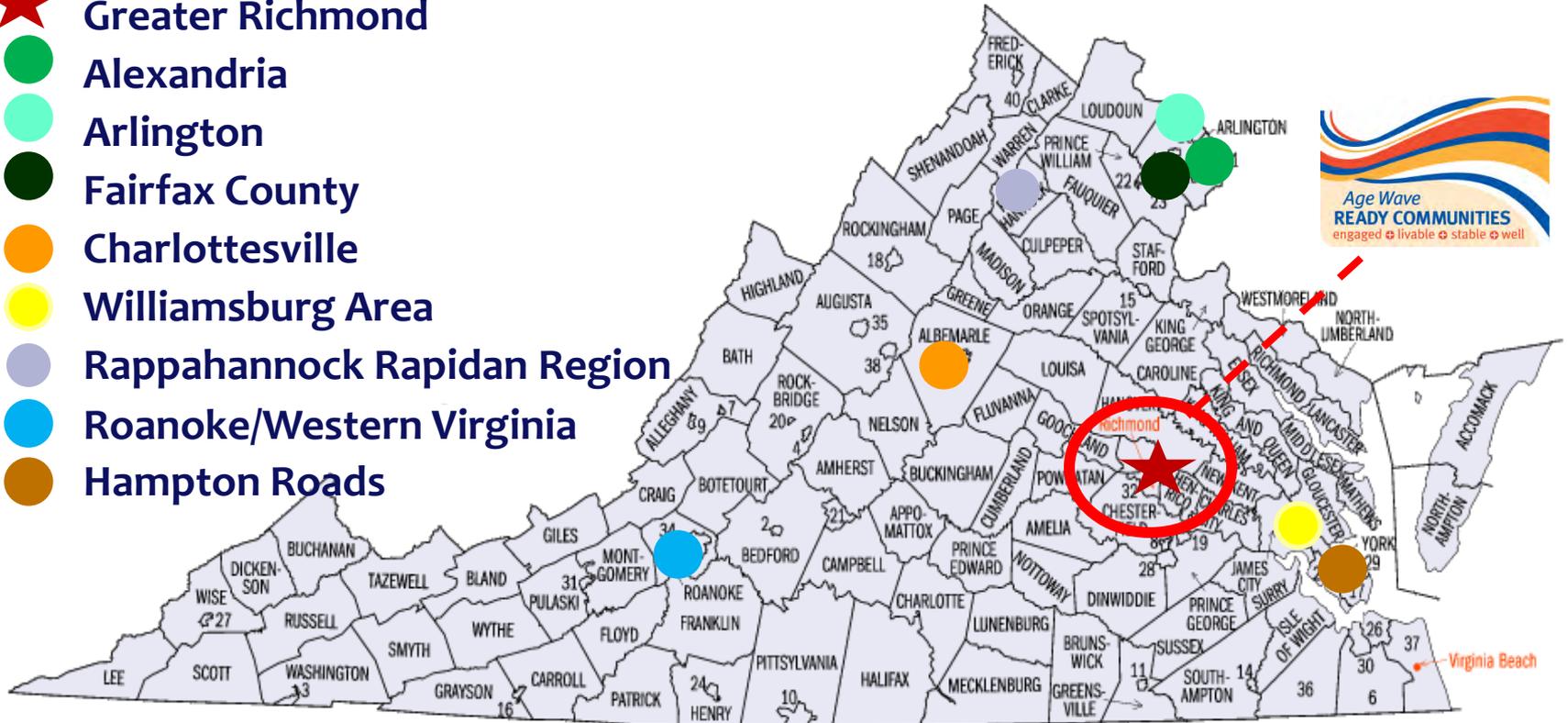
## VA Regional Initiatives

**\*\*Sharing Lessons Learned**

- ★ Greater Richmond
- Alexandria
- Arlington
- Fairfax County
- Charlottesville
- Williamsburg Area
- Rappahannock Rapidan Region
- Roanoke/Western Virginia
- Hampton Roads



Age Wave  
**READY COMMUNITIES**  
engaged livable stable well



## Other Initiatives



New York City



Texas



Atlanta, Georgia

# Regional Movement

## Age Wave Regional Planning Area

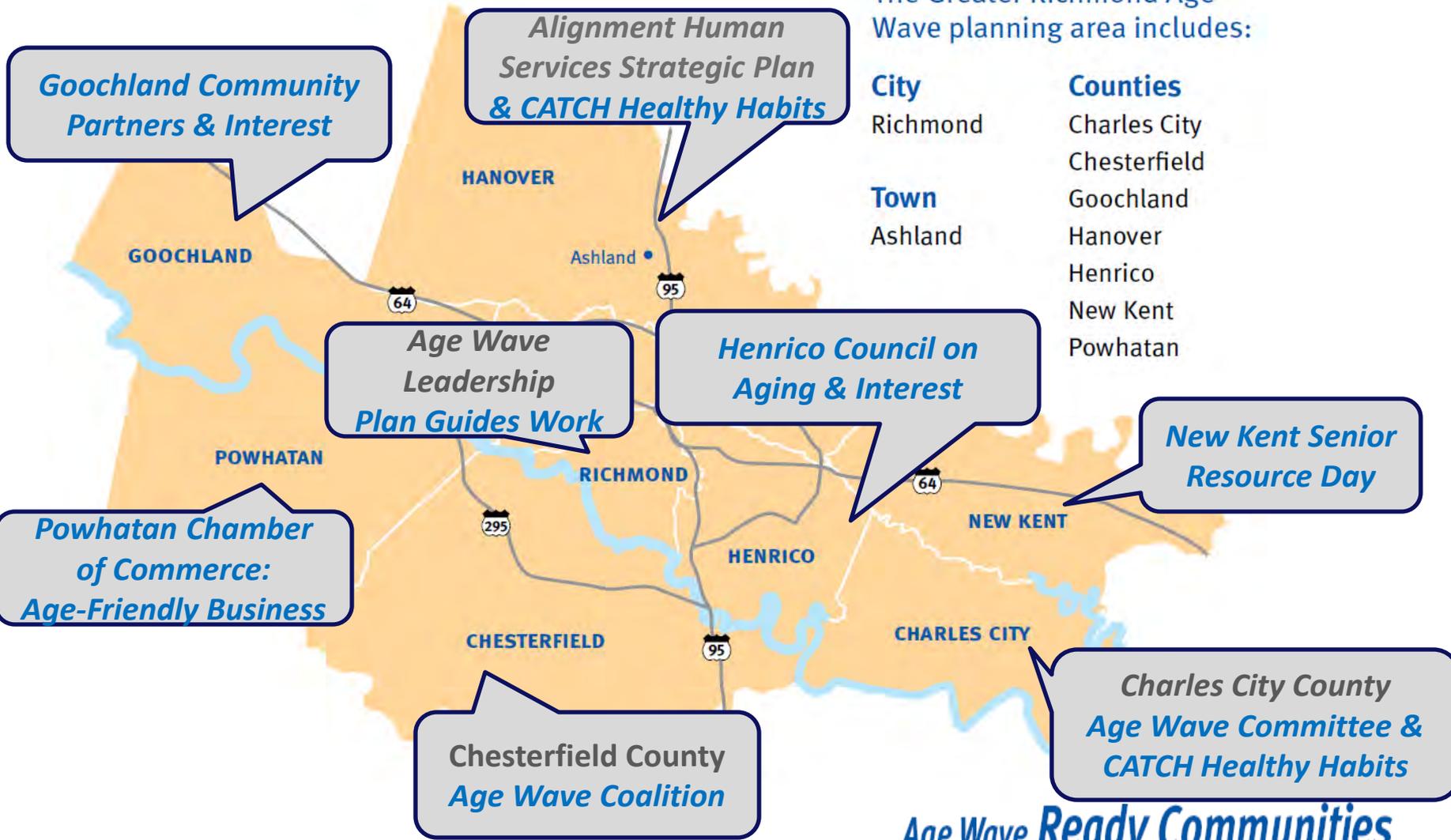


The Greater Richmond Age Wave planning area includes:

**City**  
Richmond

**Town**  
Ashland

**Counties**  
Charles City  
Chesterfield  
Goochland  
Hanover  
Henrico  
New Kent  
Powhatan



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# Regional Alignment



INSERT  
LOCALITY  
HERE

*Age Wave*  
**READY COMMUNITIES**  
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# **Moving Adoption of the Plan Through Key Deliverables**

- **Scorecard to Monitor & Track Work**
- **Toolkit** *“Welcome to Aging”*
- **GeroTrifecta** (Students + Senior + Community Leaders)
- **Age-Friendly Business Strategy**

# Impacts Now & Into The Future: 80,000,000 Opportunities

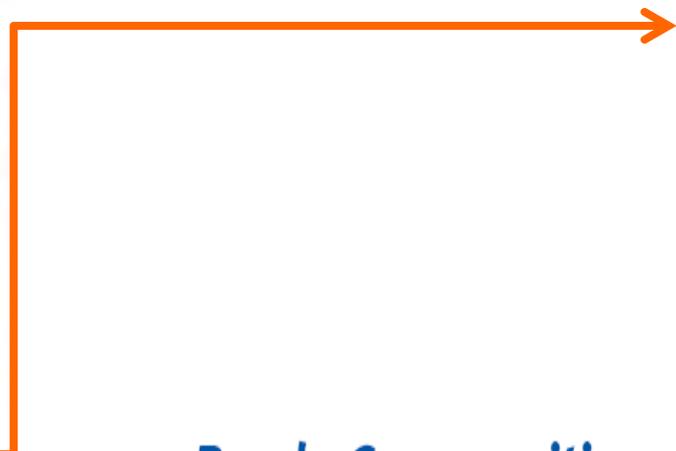
LIVE LONG AND PROSPER  
MAKEUP & HAIR BY SPRING SUPER



## REAL SIMPLE

LIFE MADE EASIER

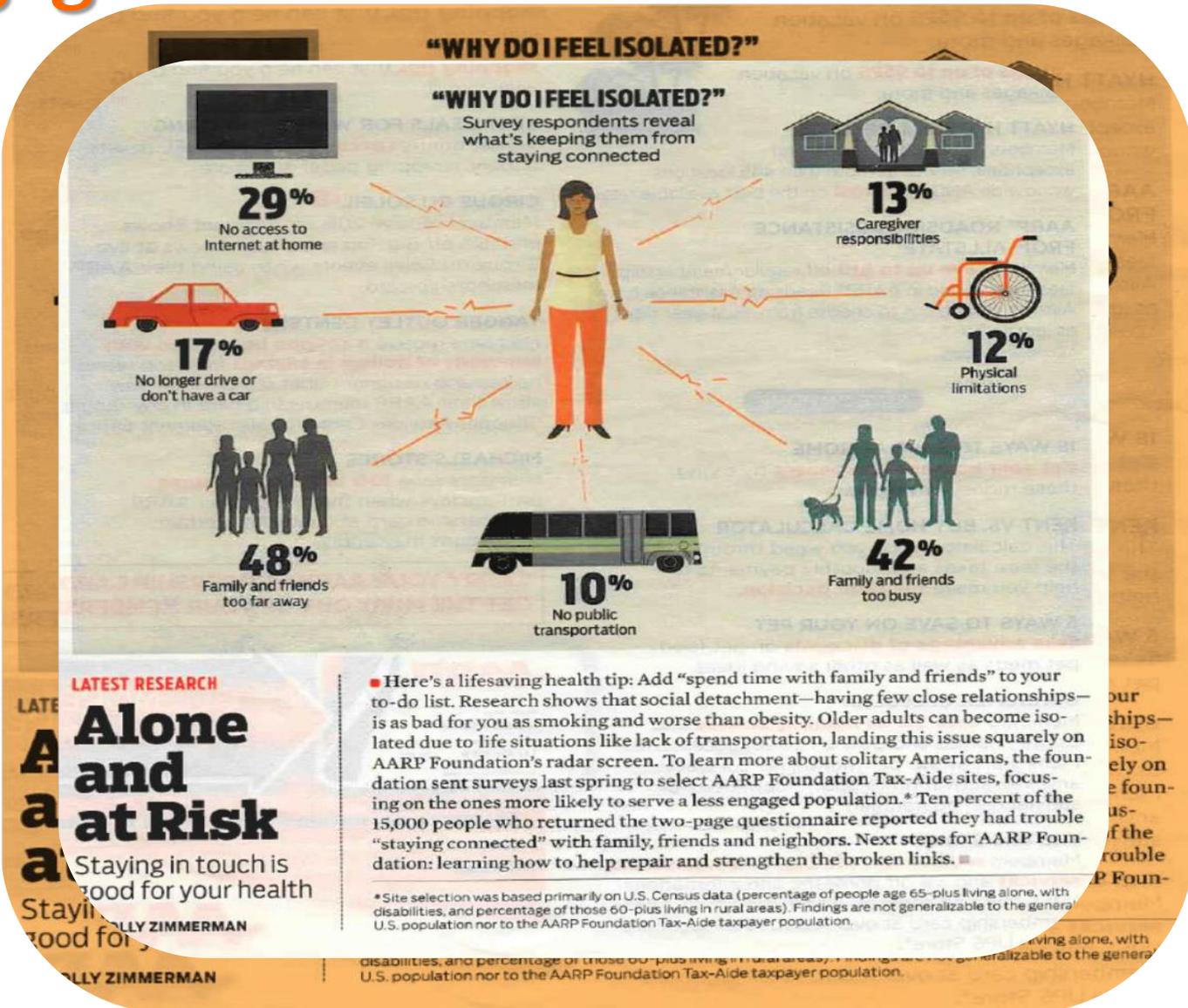
**Frieda's best  
live-long advice:**  
Learning new things  
makes you happy  
and keeps your mind  
active



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# Engagement = Positive Health



**LATEST RESEARCH**

## Alone and at Risk

Staying in touch is good for your health

BY JILL ZIMMERMAN

JILL ZIMMERMAN

■ Here's a lifesaving health tip: Add “spend time with family and friends” to your to-do list. Research shows that social detachment—having few close relationships—is as bad for you as smoking and worse than obesity. Older adults can become isolated due to life situations like lack of transportation, landing this issue squarely on AARP Foundation’s radar screen. To learn more about solitary Americans, the foundation sent surveys last spring to select AARP Foundation Tax-Aide sites, focusing on the ones more likely to serve a less engaged population.\* Ten percent of the 15,000 people who returned the two-page questionnaire reported they had trouble “staying connected” with family, friends and neighbors. Next steps for AARP Foundation: learning how to help repair and strengthen the broken links. ■

\* Site selection was based primarily on U.S. Census data (percentage of people age 65-plus living alone, with disabilities, and percentage of those 60-plus living in rural areas). Findings are not generalizable to the general U.S. population nor to the AARP Foundation Tax-Aide taxpayer population.

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# Friendship Cafes

## Keep us Healthy & Active



Neighborhood gathering places for seniors. A nutritious midday meal is served. Seniors enjoy meeting up with good friends and participating diverse activities that assure that seniors remain active and connected to the community while meeting their nutritional needs.

Meals  
&  
Activities



### Wellness & Arts Activities for Physical, Mental & Social Well-being

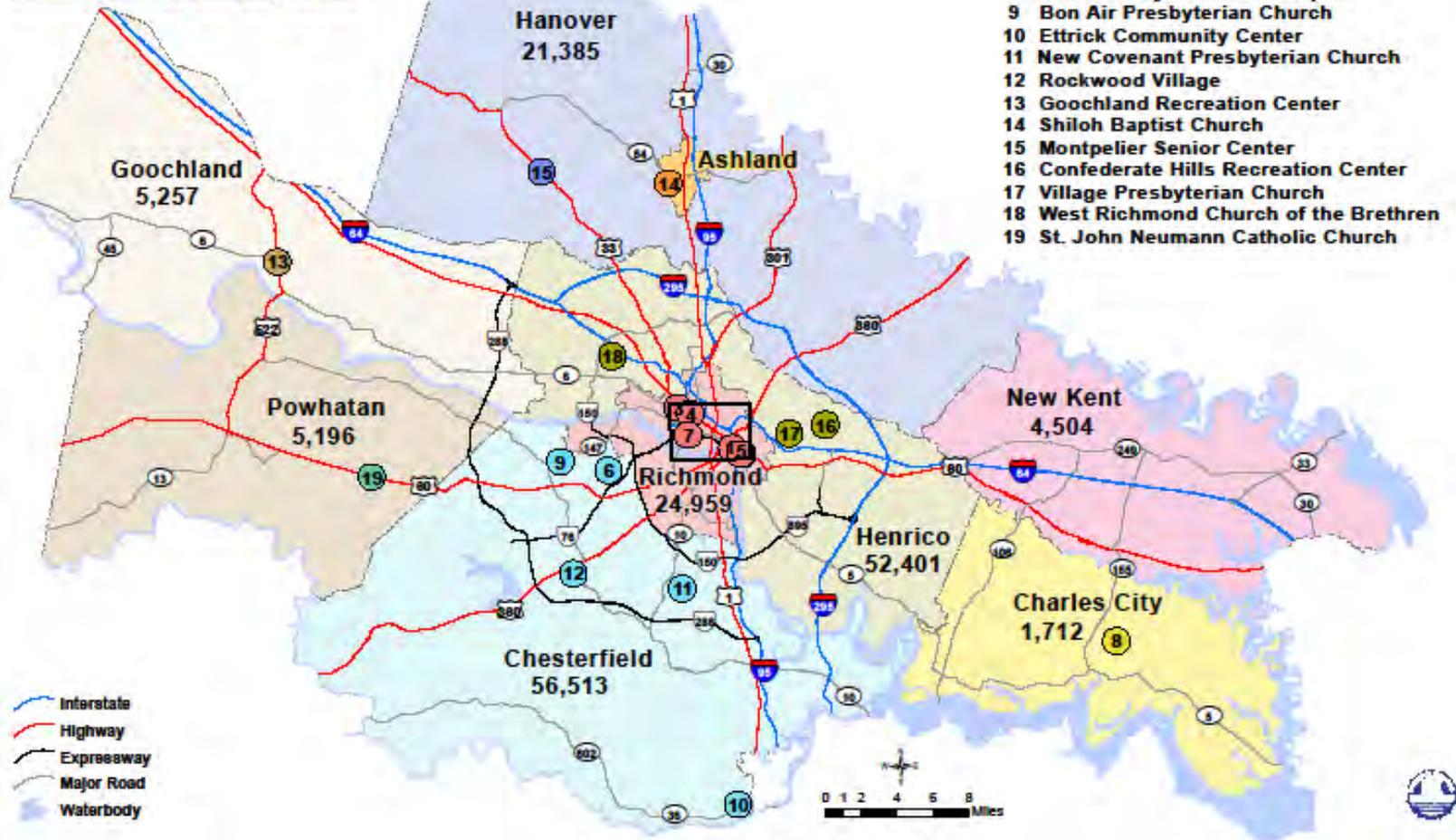
#### Partners



# 2020 Senior Population 65 + and Friendship Cafes



- 1 East Senior Center
- 2 Good Shepard Baptist Church
- 3 Guardian Place
- 4 Unite Methodist Family Service
- 5 Linwood Robinson Senior Center
- 6 Monarch Woods
- 7 Sixth Baptist Church
- 8 Ruthville Gymnasium Complex
- 9 Bon Air Presbyterian Church
- 10 Ettrick Community Center
- 11 New Covenant Presbyterian Church
- 12 Rockwood Village
- 13 Goochland Recreation Center
- 14 Shiloh Baptist Church
- 15 Montpelier Senior Center
- 16 Confederate Hills Recreation Center
- 17 Village Presbyterian Church
- 18 West Richmond Church of the Brethren
- 19 St. John Neumann Catholic Church





## Friendship Cafés



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# Transportation Opportunity:

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**Our region will have more transportation options to reduce risks of Social Isolation and keep people engaged in communities**

# Housing Opportunity:

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Our housing stock will evolve  
to more **age-friendly universal**  
**designs**

# Business Opportunity:

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Our region will remain competitive by investing in matters that **define our quality of life** and where we **want to grow old.**



**POWHATAN CHAMBER OF COMMERCE**  
*Promoting Community, Prosperity & Integrity*

**AGE-FRIENDLY BUSINESSES REAP FINANCIAL REWARDS**

- ❖ Older adults represent 33% of the U.S. population; but control 50% of the country's discretionary spending
- ❖ In 2010, the Federal Reserve estimated that older adults would spend \$1 trillion more than younger shoppers
- ❖ Older adults are more likely to frequent local businesses for their shopping and services
- ❖ In Powhatan, 26% (7348 people) of the population is over 55 years old.

HOW TO BE AGE-FRIENDLY  
WITH PRODUCTS AND SERVICES

ATTRACT THIS POWERFUL and GROWING SEGMENT OF POWHATAN'S POPULATION TO YOUR PLACE OF BUSINESS

- ❖ Offer food, products and/or services that are additionally appropriate for older adults
- ❖ Offer discounts and/or special offers available for older adults when possible (eg: Senior Tuesdays; or every-days)
- ❖ Offer discounted drop off/delivery services
- ❖ Provide respectful human contact, in person and on the phone, and offer extra customer service for older adults
- ❖ Communicate through printed materials, the Internet, and signs in large, clear fonts
- ❖ Participate in the community's efforts to help the elderly & disabled
- ❖ Support the County's commitment to providing transportation to doctors' offices, drug stores, and food stores

WITH PHYSICAL FACILITY

- ❖ Have a place where customers can sit and rest
- ❖ Provide a drink of water if asked
- ❖ Allow customers to use the restrooms
- ❖ Provide adequate lighting at the entrance and throughout the business
- ❖ Avoid heavy doors or offer electronic doors
- ❖ Be mindful of stair safety: stairs (if there are any) need to have a handrail, be deep, or have ramps
- ❖ Provide seating areas in various spots.
- ❖ Place products on shelves which are reachable, or readily offer help reaching items
- ❖ Moderate excessively loud music and noise
- ❖ Teach your employees to not talk over customers with friends, co-workers, phones, etc. Pay strict attention.
- ❖ Keep sidewalks free of dirt, snow, leaves, clutter and other obstacles, Signing – hand rails – call for extra assistance methods.

MAKE IT A WIN-WIN PARTNERSHIP

- ❖ Encourage suggestions – encourage feedback to be fun and meaningful.

Older customers are repeat - loyal customers.

AGE-FRIENDLY BUSINESSES and SENIOR CITIZENS – It's just good business!

**AGE-FRIENDLY**  
**Business Rewards**  
**\$1 Trillion More in Spending**  
**Power**

**Products & Services**

**Physical Facility**

**Community Partnership**

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# Join Us!



- **CATCH Healthy Habits**

## Program in Hanover County

- **Active Aging Week Celebration**  
(Sept. 22-27)

**Monday, September 22 @ 10am**

**Senior Connections hosting Kickoff**

**Friday, September 26 @ 3pm**

**HealthSouth hosting Closing Celebration**

**[www.facebook.com/RVAActiveAgingWeek](http://www.facebook.com/RVAActiveAgingWeek)**



# Let's Make



## AGE WAVE READY

VISIT US @ [agewellva.com](http://agewellva.com)

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“This is where my family lives.  
What we do now  
will affect us 20 years from now.”

– Resident, Richmond’s Promise Neighborhood

**Thank you!**

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# Q & A's

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