



Meeting Summary: Greater Richmond Age Wave **GeroTrifecta Work Group**

February 28th, 2014 @ 9:30am-11:00am

AARP, 707 E. Main Street, Suite 910, Richmond, VA 23219

INTRODUCTION

Senior Connection, The Capital Area Agency on Aging and Virginia Commonwealth University Department of Gerontology received a two-year grant from Richmond Memorial Health Foundation to coordinate the Age Wave Initiative and implement the Age Wave Readiness Plan. This new phase of the initiative, focuses on implementation of the Readiness Plan through project-based deliverables, building on national best practices and successful community partnerships between the nonprofit, academic, business, philanthropic, and public sectors.

GeroTrifecta Work Group

Work Group Chair and Facilitator: James L. Brooks, AARP, Virginia Associate Director

Notes: Brynne Halsey, Virginia Tech, Human Development and Gerontology, Student

Objective: *GeroTrifecta is a university and community partnership which will utilize students and alumni to perform community canvassing (via walkability audits), conduct pre-emptive interventions in care and engagement and build on existing initiatives. This Work Group will create a grassroots advocacy network comprised of students, seniors and local community leaders that canvass communities.*

Setting Course of GeroTrifecta

- Gerotrifecta Work Group aims to form teams of students and seniors to canvass neighborhoods and assess barriers to livability, accessibility and community supports
 - Teams will include elders, community partners and students who demonstrate an interest in improving their communities and promoting positive intergenerational interaction
 - Accessibility will be a starting point; inaccessible facilities and policies can hinder people during any stage of life
 - Assessment tool will be crafted to determine and/or report a violation or communicate a need for change
 - Work group is considering City of Richmond's See-Click-Fix to notify of problem areas and opportunities for improvements in physical safety and accessibility of communities
- Promote realistic and positive ideas about aging
- Focus on putting academic rigor into practice using evidence based measures
 - Make information about aging relevant and understandable for people who are not experienced with aging and caregiving
- Pursue public policy changes through grassroots-level engagement



- Consider neighborhoods in City of Richmond, across Planning District 15, and in communities with language barriers

Key Themes

- Advocacy
- Intergenerational Relationships
 - "Bridging the Gap"- Seniors have much to offer younger generations and vice versa
 - Youth lacking influence of an older adult and needing guidance can benefit from a senior's life experience
 - Fostering relationships between seniors and youth can improve attitudes about younger generations
- Technology use and implementation
 - Utilize intergenerational opportunities to teach elders how use technology-based tools and resources and vice versa
- Dispel Ageist Attitudes
 - Education and engagement opportunities can help youth understand that they have more in common with elders than they might expect
- Awareness
- Resources
- Learning from one another
 - Shared information between generations, academia, individuals and communities
 - Cultivate experience for people to see one another in a different light by coming together through shared interests and commonalities
- Combat Social Isolation
 - Some seniors are fearful of stepping out and engaging and/or are unaware of opportunities in their local communities. It is critical to provide support to foster either confidence or information about exploring new possibilities
 - Provide transportation, on-site support and encouragement.

Common Assumptions to Challenge

Note: These assumptions need to be discussed with seniors to challenge their veracity and prevalence.

- Many view "old people" as totally separate from themselves and reject their own aging
 - Reinforce positive attitudes of aging to combat lifelong ageist attitudes
 - Educate and engage young people to create a better understanding of aging and seniors
- Challenge the assumption that aging is "the end"



- Challenge the supposed homogeneity of the senior population
 - There is tremendous diversity among seniors because, as people develop as individuals, they differentiate more and more
 - There are differences between the desires of the Greatest Generation and Baby Boomers for their aging experience (See ODP study)
 - Who is the aging population?
 - "Senior" is classified by many organizations as many different ages, which makes the branding unclear
 - Today's "senior" could be anyone aged 50+ up to centegenarians.
- False assumption that seniors and Millenials have nothing in common
 - Many common needs and desires- transit, accessible housing, work opportunities, active and engaging communities
- Some seniors assume that no one cares about them or wants to engage with them because of their age
 - Many fear burdening loved ones or feel like they have no one available to engage with
- How do changes meant to benefit seniors affect the community as a whole?
 - Explicit and implicit competition for resources and attention, need to show the universal applications
 - Many issues apply to people of all ages during different life stages and events (people with temporary injuries, parents with young children, people who are vision impaired, those with mobility impairments, etc.).
 - Emphasize that "if it's good for seniors, it's good for everybody"
 - Apply the principles of universal design in the community
 - Livability is about attractive communities for people across the life span and which provides opportunities for economic development

Proposal: Testing a Pilot Community

- Idea: Adopt a community which we use as a pilot for our program and advocacy network
 - Involve community leaders, seniors, youth, and students
 - Look at the community through a senior's perspective to identify issues with accessibility and livability and develop relevant engagement opportunities
 - Create a springboard of tools and resources
 - Use community as a success story to promote ideas and resources and leverage as success with other communities
 - Example: North Carolina certification for senior ready status done through State Department fo Tourism



Synergy with Age-Friendly Business Work Group

- Use "Adopt-a-Community"-style signage for Age Wave Ready communities
- Branding opportunity, inspires competitive desire for other communities to become Age Wave Ready
- Consider benefit to communities and businesses to incentivize
- Vetting criteria is being developed by the Age-Friendly Business work group.
- Recognition of excellence in Age-Friendly Business and individuals who are exemplary models of optimal aging and intergenerational interests

SOME NEXT STEPS

- ✓ **Identify other key stakeholders** we want involved with Gerotrifecta and reach out to them
 - List of suggested categories and/or representative developed (eg. faith communities, planners, ethnic community representatives)- (JB, SL)
- ✓ **Disseminate contact list** to all work group members- (JB, SL)

Work Group Members

- ✓ **Visit See-Click-Fix [website](#)** to learn more and consider possible implementation of the technology
 - Consider implementing See-Click-Fix in other localities in Planning District 15.
- ✓ **Begin to develop clear goals** for next steps, staging them as short and longer-term milestones
- ✓ **Consider key partners** in the community
- ✓ **Consider development of our model** and community based teams
 - Consider civic and neighborhood associations, like the Fan Association and Grace Street Association, who would want to be involved in evaluating their communities
- ✓ **Consider showcasing GeroTrifecta** for Active Aging week (September 21-27)
 - Potential considerations: Pilot community, programs that are followed up afterward.
- ✓ **Consider providing James with Twitter** handle so Work Group members can follow one another
- ✓ **Share current research** that could be relevant to the work group



RESOURCES

- [See-Click-Fix](#)
- [Milken Institute Best Cities for Successful Aging](#)
- [Healthways](#)
- [VCOA City of Richmond Survey of Older Adults](#)
- [The AARP Network of Age-Friendly Communities](#)
- [Livable Communities: An Evaluation Guide](#)
- [Groundwork Hudson Valley ComNet](#)

RELATED UPCOMING EVENTS

- ✓ Gerotrifecta Work Group meeting will be held on **Thursday, March 20 at 3:00pm at AARP**

ATTENDANCE

Name	Organization / Affiliation
Tay Board	JenCare
James Brooks	AARP
Bettina Brown	JenCare
Ki'Yonna Brown	Arthritis Foundation
Harvey Chambers	Seniors Helping Seniors
Carolyn Comerford	Senior Connections
Prachi Desai	Arthritis Foundation / VCU Public Health grad student
Brynne Halsey	VA Tech Student in Human Development & Gerontology
A. Lynn Ivey, III	HomeKeepers (<i>in absence of John Robertson</i>)
Yvette Jones	City of Richmond
Sara Link	Greater Richmond Age Wave Coalition
Amy Marschean	Department for Aging and Rehabilitative Services
Brianne Mullen	Partnership for Smarter Growth
Ayn Welleford	VCU Department of Gerontology
Lacy Will	VCU Gerontology Master's Student

ABSENT

Name	Organization / Affiliation
Celeste Fetta	VMFA
Cora Dickerson	Community Advocate
John Robertson	HomeKeepers