



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

March 20, 2014 @ 3:00pm- 4:30pm

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 are joint managing partners the Greater Richmond Regional Plan for Age Wave Readiness which is a regional coalition comprised of hundreds of stakeholders from various sectors of government, nonprofit, academic, business, and philanthropic community. The GeroTrifecta Work Group represents a new phase of implementation of the Age Wave Readiness Plan through project-based deliverables, building on national best practices and successful community partnership and regional assets.

### GeroTrifecta Work Group

**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.*

### Guiding Ideas

- Reinforce the concept that "age-friendly" is beneficial to people in all stages of life
- Language needs to be open to reinforce concept of all-ages
- AARP and volunteers can assist in recruiting senior community members to work with GeroTrifecta as representatives and team members

### Student Involvement and Intergenerational Teams

- Intergenerational contact will be facilitated by university and by joining alumni and current students
- Intergenerational contact naturally occurs when people come together around common interests
  - VCU Gerontology student participation and students in a summer Allied Health course: *CommUNITY Organizing: Learning how YOU can advocate and implement a collaborative regional Plan for Age Wave Readiness*, open to all VCU students, graduate and undergraduate.
  - Students will conduct research and assist in laying a foundation of GeroTrifecta Work Group's efforts and Active Aging Week pilot launch.
  - Inclusion of students from as many academic environments/institutions as possible
    - J. Sergeant Reynolds (Harvey Chambers)



- Virginia Theological Seminary (Senior Connections)
- Virginia Union University
- VMFA's university connections: Virginia State University, John Tyler Community College, University of Richmond, Richard Bland Community College
- Arrange for students of all ages to participate in Project: HOMES and/or Rebuilding Together to promote awareness and intergenerational contact
- Teams will follow through, creating intergenerational infrastructure that will carry on
- VMFA program for creativity and team building is willing to work with team students
- Teams need to be trained on advocacy, information sharing and data collecting (via survey/questionnaire) and not be discouraged by rejections
- Consider including a prominent member of the community in each team to foster disclosure
- Student participation should be in teams working in communities that they live near

### Community Identified Needs

- Gerotrifecta and canvassing effort based on community identified need
  - Teams will assess a need and/or what communities say they want
- Richmond Council on Aging receives many requests for home repairs
  - These requests are referred to Project: HOMES, Rebuilding Together, Faith community programs, Neighbor to Neighbor programs
  - AmeriCorps participation

### Access to the Arts

- Gerotrifecta represents a means to foster access to the arts by bringing the arts into a community
- Consider role of the arts to improved quality of life and developing broader engagement opportunities with the arts community
  - Relevance of transportation, accessibility and livability considering proximity to arts
  - Environmental design as aesthetic (both physical and visual)
- Consider providing tickets to performing arts events (ballet, symphony, more) to community members who would benefit but have difficulty accessing these events
- Partnerships based on community generated insights
- Richmond Council on Aging is developing a senior matinee program with the Richmond Ballet

### Developing the Pilot

- Build, create and partner: align with current strengths and facilitate natural partnerships
- A pilot will provide the opportunity to create a success we can build upon and learn from
- Teams and pilot program will collaborate in data gathering and informing next steps



- Pilot program will be based on data/information from City of Richmond, Partnerships for Smarter Growth and other collaborative partners
- Additional community partners and/or individuals can later be identified to be a part of a team
- Consider a virtual community component of program which would foster intergenerational contact
- Pilot will emphasize and build upon transportation, a currently energetic community component

### **Building Upon the RVA Rapid Transit Program**

- Synergize with transit, a community identified need and currently energetic area of community programming
- Focus on centrally acknowledged need for a mass transit system
- Seniors in outlying areas could be isolated from resources and programming due to lack of transit
- Mass transit use facilitates community engagement by getting individuals out into the community
- Assisted living communities are frequently located in outlying communities with no transportation. This is a gerontology workforce development concern because of inaccessibility.
- GRTC and Virginia Department of Rail and Public Transit are initiating a regional public transportation study
- Currently about 1,000 supporters saying they support community transportation and engaging in grassroots advocacy.
- Planning transit routes for Broad Street, Hull Street Road, Route 1 and Midlothian Turnpike

### **Pilot Project Considerations**

- Working in the East End, where there is an intersection of multiple races, socioeconomic classes and ages
- The East End is largest concentration of elders in the Richmond area
- For the pilot, aim to take the East End and a suburban area and find synergies
  - Two faces of community (urban and suburban)
  - Provides opportunity for virtual community
- Chesterfield County neighborhood of Woodlake lacks access to public transit
  - Resonates with vision of transportation connecting individuals with the larger community
- Two neighborhoods that showcases similar results makes pilot programming more universally applicable
- Goal is to build an infrastructure to connect these communities, thereby improving quality of life

### **SOME NEXT STEPS**

- Confirm two pilot communities, develop pilot teams, and build out a model
- Participate in Active Aging Week in September as pilot launch
  - 4 Work Groups will showcase their progress;



- Determine how GeroTrifecta will showcase efforts/progress
- Showcase a deliverable by this timeframe, if possible
- Developing teams to help identify larger community needs that can address broadly and holistically
- Investigate partnerships and catalyze change by support other current initiatives and/or local organizations
- Conduct asset mapping
- Communicate with individual leaders and potential partners in our target pilot communities
- Conduct neighborhood mapping by building a model based on existing information in communities
- Planning student engagement
  - Identify communities for pilot, create survey instruments, and identify elder and community partners to participate in the teams
- AARP volunteers contribute knowledge in target communities that could engage with the Gerotrifecta teams

## NEXT MEETING

- **Wednesday, April 30 @ 3:00 pm at AARP**
- Review potential pilot areas like East End and Woodlake and discuss demographics, existing infrastructure, and instruments for canvassing
- Review other potential target communities to assess viability and begin planning

## RESOURCES

- Andrew Terry on RVA Rapid Transit: <http://www.rvarapidtransit.org/#>

## RELATED UPCOMING EVENTS

- May 15, 2014: Older Americans Month Celebration in honor of two local artists at VCU Department of Gerontology <http://www.agewellva.com/activities-events/>
- Tuesday, May 20, 2014: Seniors Connections' Annual Open House and Celebration of Older Americans Month <http://www.seniorconnections-va.org/>



## ATTENDANCE

Name	Organization Affiliation
James Brooks	AARP
Carolyn Comerford	Senior Connections
Brynne Halsey	VA Tech Student in Human Development & Gerontology
A. Lynn Ivey, III	HomeKeepers
Yvette Jones	City of Richmond
Sara Link	Greater Richmond Age Wave Coalition
Amy Marschean	Department of Aging and Rehabilitative Services (DARS)
Andrew Terry	Assoc. Pastor, Richmond Hill
Celeste Fetta	VMFA
Janie Walker	Assoc. Pastor, Richmond Hill
Ayn Welleford	VCU Department of Gerontology