

2015

The Greater Richmond Regional Plan for Age Wave Readiness

Strategic Update 2015

engaged + livable + stable + well

- Richmond
- Powhatan
- New Kent
- Henrico
- Hanover
- Goochland
- Chesterfield
- Charles City

“The Greater Richmond Region is an engaging and vibrant community enriched by the Age Wave Initiative. The Age Wave Coalition brings together a collective community—academia, business, government, non-profit and many intergenerational connections—to celebrate aging as a lifelong opportunity. We are excited RVA is a leader for Age Wave collaborations and partnerships that support older adults, individuals with disabilities, caregivers, families and residents of all ages.”

– Executive Director, Senior Connections, The Capital Area Agency on Aging

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Ms. Doris Hairston, Volunteer Mentor, Foster Grandparent Program sponsored by Senior Connections, The Capital Area Agency on Aging, celebrates Greater Richmond Region’s prestigious recognition of MetLife Foundation/Generations United as one of the best intergenerational communities of 2015 in Washington, D.C.

Photo courtesy of Generations United

Greater Richmond Age Wave

Aging is a natural process marked by time. It affects us as individuals as we gain wisdom, life experiences and social connections. Age also affects our communities, bringing valuable expertise and social capital that can only be provided through elderhood. Individual and community aging impacts infrastructure, government, and systems of care demanding new paradigms and models that value the assets not only of our older residents, but the strengths of all members, as we age across the lifespan.

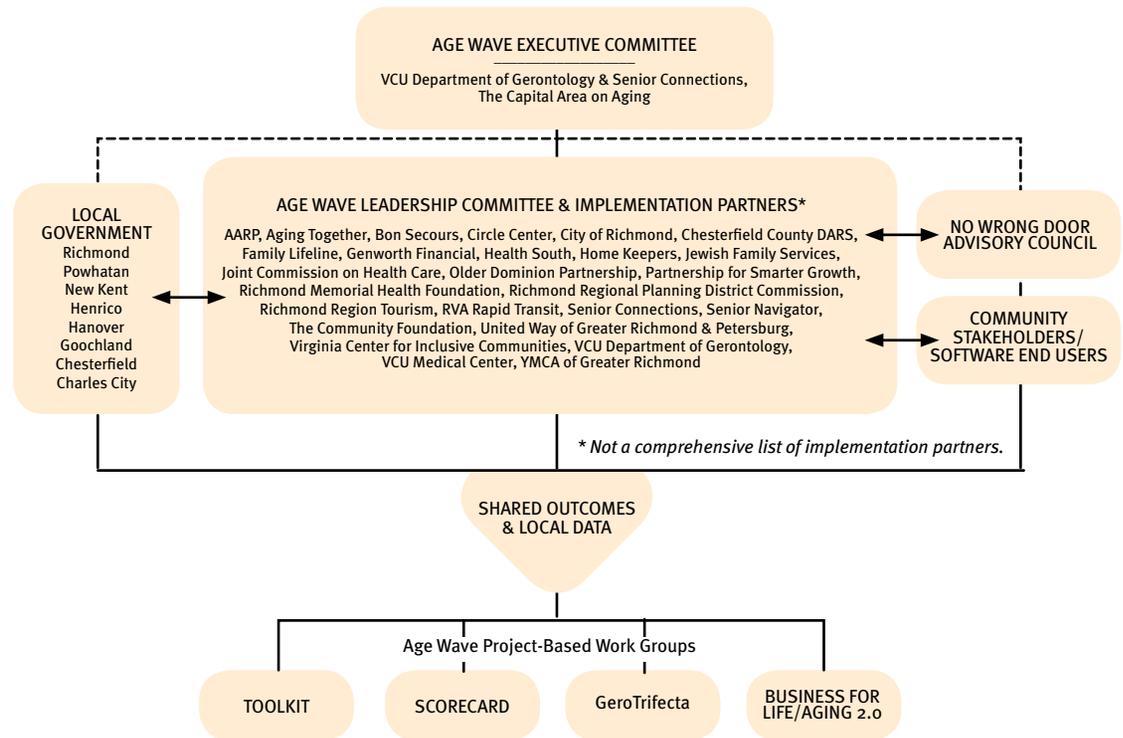
The Greater Richmond Age Wave is a collaboration of public and private organizations, businesses, and individuals including older adults working to prepare for the opportunities and challenges of our region’s growing aging population. Together, we are working hard to implement, monitor, and evaluate the Greater Richmond Regional Plan for Age Wave Readiness—a shared blueprint that prioritizes targeted actions to improve our well-being in the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan, and the City of Richmond.

We want to make Richmond a better place to age, and we can do this by partnering, sharing ideas, aligning networks and learning how other communities across the Commonwealth and U.S. are engaging residents and supporting older adults.

This document is our **Strategic Update** on progress and learnings from key stakeholders and the two managing partners in this long-term work: Senior Connection, The Capital Area Agency on Aging, and Virginia Commonwealth University’s Department of Gerontology (Gerontology).

Our planning effort is led by the Age Wave Leadership Committee, supported by four project-based Work Groups, of over **80 collaborating organizations**, and staffed through a joint venture of Senior Connections and Gerontology.

ORGANIZATIONAL CHART The Greater Richmond Age Wave Readiness Collaborative



It is our hope that you read this report and use the findings to inform your agencies, collaborate with others and/or engage with us—as an individual/organization interested in volunteering.

Our Call to Action

Today, we are celebrating longevity never before seen in history. Life expectancy across the U.S. is at a record high of 79 years of age. Over the next 15 years, the number of people age 65 and older living across the Greater Richmond region will outnumber the school-age population for the first time in history. By 2040, the number of people age 85 and older will more than quadruple since 2010. This means we are living longer than ever before, and more adults are reporting good health and improvements in physical functioning (e.g., the ability to walk a mile or climb stairs) later in life. Individuals age 65 can expect to live an average of 19 more years.

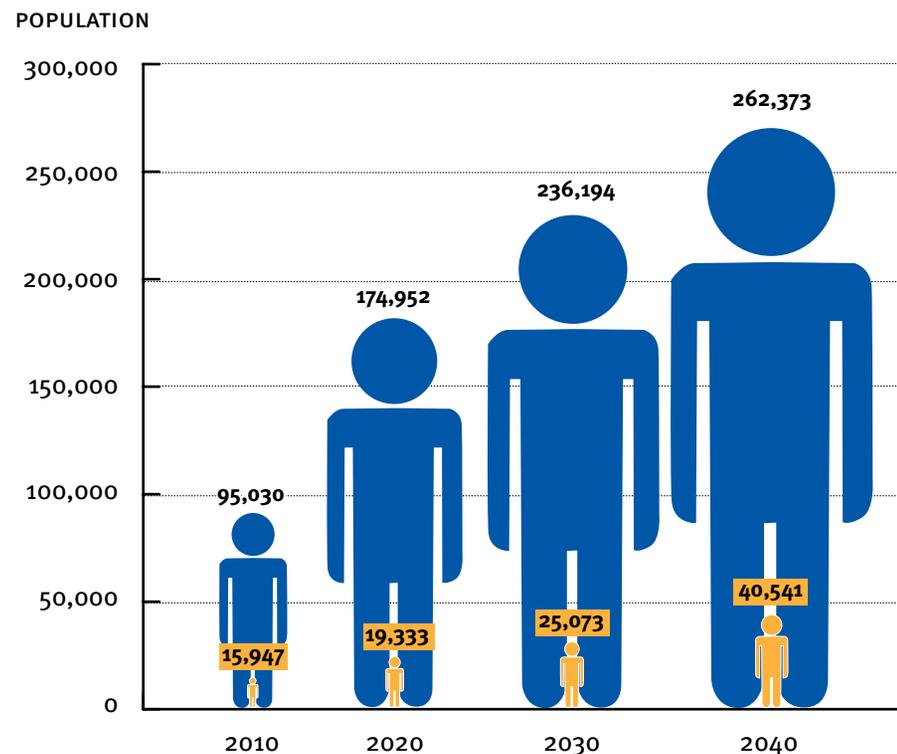
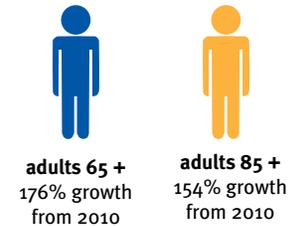
Determinants of our quality of life are based on key factors that our region must embrace: design and infrastructure of our homes and neighborhoods; access to services and local supports; and networks of health care and social engagement. Collectively, we can create change by strategically considering present trends, challenges ahead, and by investing in our community.

Here is our regional opportunity.

- **To discover** what it means to grow older together.
- **To build** relationships between generations for enhancing connectivity.
- **To forge** new partnerships within the community.
- **To advance** economic workforce development, businesses, and tourism for a rapidly growing market.
- **To lead** the way in practice and public policy.

Projected Growth in Older Adult Population in Greater Richmond Region

Includes counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and the City of Richmond



Source: U.S. Census 2000, 2010; University of Virginia, Weldon Cooper Center for Public Service, Demographics and Workforce Group Population Projections

Now is our time to plan and develop communities for people of all ages and abilities.

To meet this charge requires skills, knowledge, data, and passion. The mission of the Greater Richmond Age Wave is to foster meaningful dialogue, build deeper community commitment and engage broader stakeholders in our planning efforts by assembling a corps of devoted people who are committed to collaborating and discovering new solutions to shape our region into one that is *Engaged, Livable, Stable, and Well* across the lifespan.

We've targeted five strategies to get there.

Start Local Local governments and their leaders are catalysts for change. Advancing the conversation about aging at the local level is helping us to identify unique needs and opportunities that inspire new models of service delivery and capturing local data.

Align and Integrate Lessons learned from national efforts and successes across the Commonwealth provide us with guidance and synergies that continue to inform our next steps and collective progress.

Build Momentum Four project-based work groups use data, best practices, local to national resources, and mapping to chart the course for regional impact. The Business for Life/Aging 2.0, GeroTrifecta, Scorecard, and Toolkit work groups are engaging all sectors.

Educate and Advocate Advocates are working to eliminate negative perceptions and stereotypes of aging. Recruiting more individuals to spread key messages across the age spectrum means teaching new ways of thinking. Two innovative examples are: Operationalizing Age Wave Readiness ALHP 591, a new course offered in VCU Department of Gerontology and *Elders Are Our Superheroes* program, a lesson plan for grades K–5, developed and taught by an art teacher in the City of Richmond.

Work Together Development of meaningful and collaborative community partnerships is advancing our message and practices to thousands of people and encouraging healthy, active aging. Our CATCH Healthy Habits, national evidence-based, intergenerational wellness program is one example.



“I’ve been active all my life,” says Jane; age 71, a Richmond resident for almost 50 years. “I played basketball, tennis, and golf and I’ve recently gotten into running.” After finding out that she had high cholesterol, Jane made a commitment to intensify and expand her exercise routine. “I’d always enjoyed the running component of tennis, so I decided to register for a 10k,” says Jane. She realizes that place and time aren’t as important as the actual accomplishment. “You don’t have to be first in these things,” says Jane, “You can even be last.” **When asked if she has any advice for getting into exercise later in life, Jane says: “You’re not competing with anyone, just enjoy it!”**

Photo courtesy of Sports Backers.

We are proud to share this first Strategic Update

on implementation of the Greater Richmond Age Wave to evaluate our regional impact, showcase key achievements, and engage additional stakeholders in becoming a part of our collaborative effort. This Plan and subsequent update belongs to us all. As you read, consider how the Age Wave relates to you, your family, your neighborhood, or business. **Please write down your thoughts throughout the report (we have given you space and license to do so). When you have finished reading, ask yourself: What can I do to enhance opportunities and/or prepare for the challenges of our Age Wave?**

Tell us your thoughts and comments by visiting our website: www.agewellva.com

Then, start making change by taking one or more of these steps:

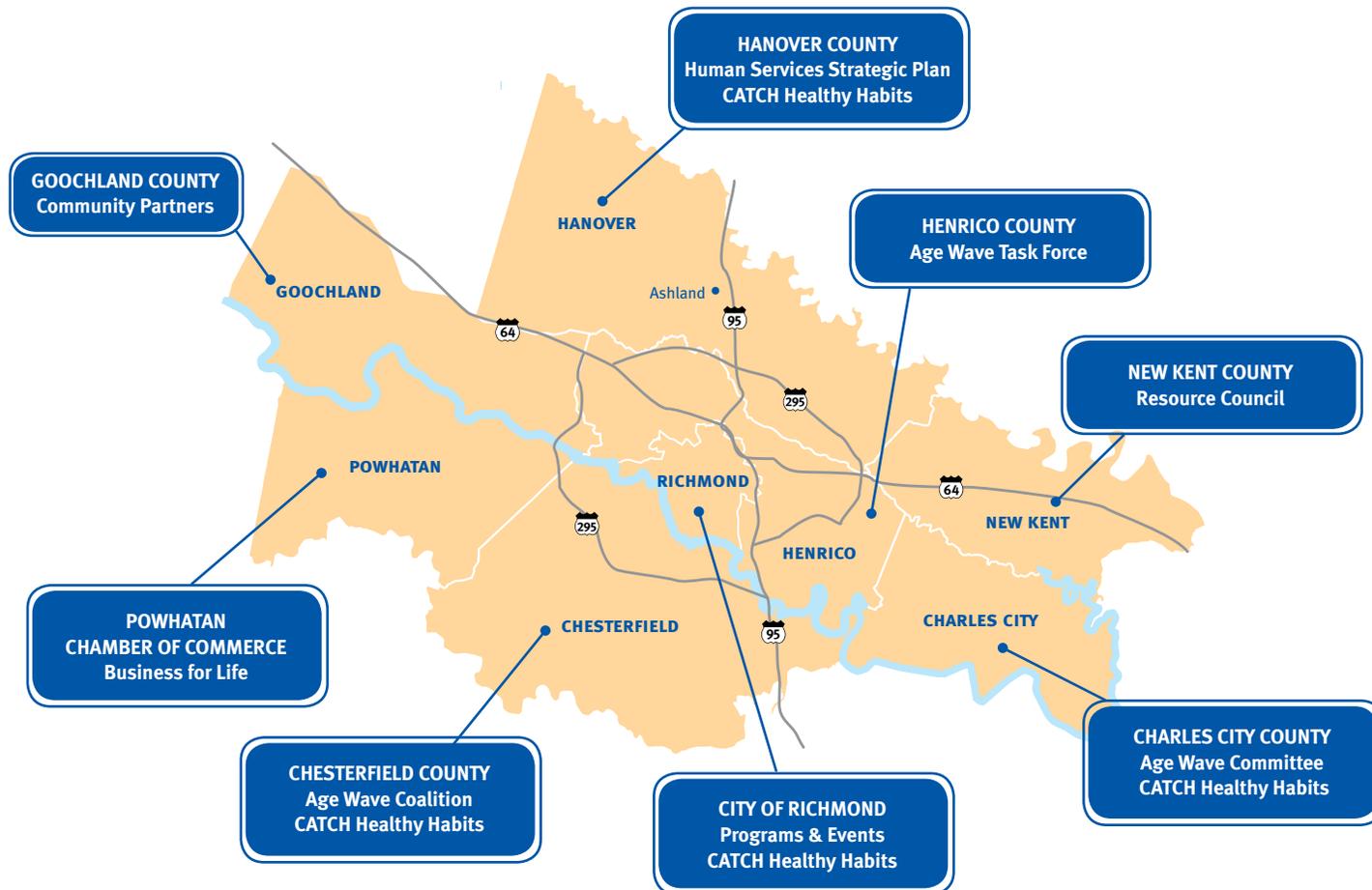
- ✓ Continue to learn more about our region, localities, best practices, and how you can inspire leaders and policy makers by visiting www.agewellva.com
- ✓ Volunteer your time by contacting Senior Connections, HandsOn Greater Richmond or United Way of Greater Richmond & Petersburg
- ✓ Give resources to an organization that serves older adults.
- ✓ Engage elders in your community.
- ✓ Plan for your engaged elderhood.
- ✓ Create an Age Wave forum within your workplace, neighborhood, faith community, or school to exchange ideas and start a dialogue. We can provide tools to help kick start your conversation by contacting us at info@agewellva.com.
- ✓ Visit us on social media at our Pinterest page (www.pinterest.com/agewaverva), Facebook page (www.facebook.com/RVAActiveAgingWeek) and Active RVA blog (www.activerva.org/blog).
- ✓ Offer your personal support to a family caregiver: fix a meal, run an errand, or help with yard work.
- ✓ Communicate with your local government officials about reducing barriers to safety or mobility in your neighborhood.
- ✓ Consider a neighborhood canvassing project through the GeroTrifecta.
- ✓ Advance your knowledge by participating on a live webinar or archived topics ranging from person-centered care to resources for aging in place at <http://alzpossible.org/>



This is your opportunity to engage, lend a voice, lend a hand, take a risk and make a real difference. As life expectancy approaches a century, together we will continue to explore a new kind of frontier. Let's make discoveries together. Let's make changes together. Let's pledge to a vision of creating an inclusive community for all generations—a place for aging together. **How will you help make RVA the best place to age? Consider these questions:** How do you Engage in your community? How Livable is your neighborhood and/or current home? How Stable is/was your employment? How Well do you manage your personal health and any chronic conditions?

Regional Impact starts locally across Greater Richmond.

Eight localities are engaged in Age Wave implementation at various levels. By adopting key components of the Plan, localities are aligning efforts and report key successes. Networks in local government are instrumental catalysts of CHANGE and moving strength-based approaches to identifying community assets and gaps in service delivery. Adopting key initiatives/partnership programs like No Wrong Door, OASIS CATCH Healthy Habits, Mobility Management, Friendship Cafés and YMCA's Growing Younger, etc.



Regional Impact *continued*

Chesterfield County

- Formed a local Age Wave Coalition active for over two years and developed a draft County Plan gaining community support and input. The coalition works with the Greater Richmond Age Wave collaborative (GRAW).
- CATCH Healthy Habits completed a successful 2014 summer session at Swim RVA.
Membership: 20+ of various county departments, community leaders, Senior Connections staff and GRAW leadership members.

Charles City County

- Formed a local Age Wave Committee active for over a year with a focus on expanding quarterly events including Senior Law Day and Health and Wellness Expo.
- Local transportation program expanded in 2014.
- CATCH Healthy Habits completed successful 2014 summer session at county's Parks and Recreation Center.
Membership: 10+ of county leaders, Richmond Regional Planning District Commission (RRPDC) staff, Senior Connections staff and GRAW leadership.

City of Richmond

- Active in GRAW planning efforts and leadership Committee since 2009.
- Richmond's Office on Aging and Persons with Disabilities uses Plan to guide City's programming and events.

- CATCH Healthy Habits completed successful 2014 summer and fall session at Peter Paul Development Center.
- City hosted Third Annual celebration of Richmond's Centenarians during Active Aging Week in September, 2014.

Goochland County

- Hosted presentations on Age Wave planning among an active group of Community Partners. Group expressed interest in developing action steps and identifying strategies to move work forward.
Membership: 15+ RRPDC staff, Senior Connections staff and diverse service providers.

Hanover County

- Participates on Age Wave Leadership Committee.
- GRAW planning efforts presented to Department of Social Services staff, Council on Aging and Board of Supervisors.
- Alignment to county's Human Service Strategic Plan in areas of transportation and health.
- Volunteer transportation has expanded through Hanover Rides.
- CATCH Healthy Habits completed successful 2014 fall session at the Patrick Henry Family YMCA.
Membership: 15+ Council on Aging of community leaders, Senior Connections staff, RRPDC staff, GRAW leadership and service providers.

Henrico County

- Participates on Age Wave Leadership Committee.
- Recently formed an Age Wave Task Force under Deputy County Managers. GRAW planning presented to Task Force in early 2015 to help move key strategies forward.
- Age Wave presented to Council on Aging.
Membership: 15+ Council on Aging of community leaders, Senior Connections staff and service providers.

New Kent County

- Hosted presentation on GRAW planning among local Resource Council to consider alignment opportunities.
- Transportation has expanded in county.
- Location for a new Friendship Café identified and expanding programs to promote health and well-being of seniors.
Membership: 20+ Resource Council members of community leaders, Senior Connections staff, RRPDC staff and service providers.

Powhatan County

- Participates on Age Wave Leadership Committee and Business for Life/Aging 2.0 work group.
- GRAW planning presented to Powhatan Chamber of Commerce with potential to move a Business initiative forward.
- A local faith coalition offers transportation through volunteer ride program.

Align and Integrate

Regional Scorecard to Track Progress

To assess successes and challenges in our communities, we measure and monitor our efforts across a regional to statewide network using The Greater Richmond Regional Plan for Age Wave Readiness as our framework. This regional dashboard identifies key indicators that define quality of life as an *Engaged, Livable, Stable and Well* community. These baseline measures and indicators are our initial community assessment to broad, system-wide change and/or project outcomes based on objectives established in our regional Readiness Plan.

Guiding Principles for Baseline Data

1. Free to low cost
2. Reputable source
3. Collected/updated annually and/or with regular frequency
4. Ability to track/evaluate in Planning District 15 service area
5. Exists at the lowest possible level (by county, if possible)
6. Avoid using ranking or formulaic data; it is hard to interpret
7. Committed accountable stakeholders

Disclaimer: Certain data points/indicators selected for the scorecard will not be directly influenced/changed by the coalition and/or broader community effort; however, a core objective is to select indicators/data points that our efforts can help move or influence over time.

Attributes of Scorecard

- **Add** Academic and health care expertise to monitor, evaluate, and track movement in our communities locally, regionally, and even statewide.
- **Integrate** new data sources as other Age Wave work group areas progress: *Business for Life/Aging 2.0, GeroTrifecta and Toolkit*; more indicators will be made available and monitored through No Wrong Door—a virtual statewide single point of entry site for accessing public and private health and human supports for older adults and adults with disabilities
- **Provide** sharable/useful/usable data across partners and stakeholders
- **Build** capacity to educate broader community and state about opportunities and regional needs (i.e. workforce shortages in elder care) and share alignment with various community partners to better meet community (and statewide) needs.
- **Align** direct care and social service sectors work to common shared measurements around quality of life and healthy aging.

“We find data in the Age Wave Plan valuable in the preparation of grant applications, the Case for Support for a new agency initiative, presentations to community groups, and similar purposes. We have provided copies to faith communities, businesses, and individuals for whom the Age Wave is a new concept. As an advocacy tool, it makes such a professional and well-thought-out statement about the planning process that created it and the need for wide community engagement for implementation.”

– Executive Director, Circle Center Adult Day Services

Through the GRAW planning process, goals, objectives, strategies, and action steps were developed in four goal areas of our regional Plan and scorecard. Age Wave Ready Communities are:

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LIFELONG LEARNING AND CIVIC ENGAGEMENT

VOLUNTEERISM

SUPPORT NETWORKS

GOAL

People of all ages are connected through various volunteer, educational, or leisure pursuits that enhance individual quality of life and communities.

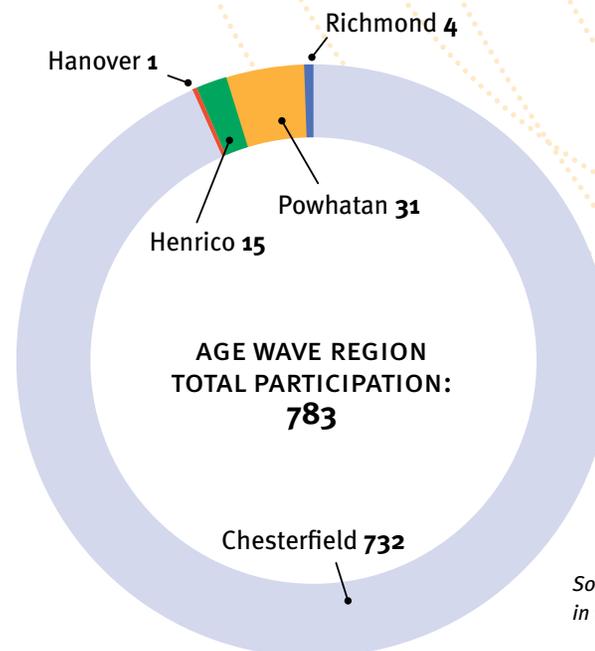
OBJECTIVES

1. Increase knowledge of lifelong learning and civic engagement opportunities.
2. Increase volunteerism and other forms of engagement.
3. Increase identification of support networks that engage older adults, such as neighborhood associations, faith communities, and workplaces.

Number of Participants in Chesterfield's Lifelong Learning Institute* by County

The Lifelong Learning Institute (LLI), located in Chesterfield County, is designed to meet the educational, fitness, and social enrichment needs of adults age 50 and “better.” LLI carries a cost of \$150 per person for an annual membership and provides a limited number of scholarship opportunities. LLI is not limited to Chesterfield County residents.

* Recognizing that the Chesterfield Lifelong Learning Institute is one of many lifelong learning programs across the region, we use this indicator as a proxy to represent lifelong learning.



Why is this important?

“Lifelong learning is important because it forces the mind to remain active, engaged and growing.”
#engagedcommunities

– Executive Director, Lifelong Learning Institute in Chesterfield

“I enjoy the broad range of classes offered at LLI from computers and technology, art, fitness to history and science; this is a truly unique place and the instructors know their material.”
#engagedcommunities

– LLI Member and Volunteer

Source: Lifelong Learning Institute in Chesterfield, 2013-2014

Population Age 65+ Participating in Senior Connections* Volunteer Programs

Senior Connections, The Capital Area Agency on Aging, provides many volunteer opportunities, including:

- Agency Outreach
- CATCH Healthy Habits
- Clerical Assistant
- Friendship Café Assistant
- Telebridges
- VICAP
- Volunteer Money Management
- Volunteer Ombudsman

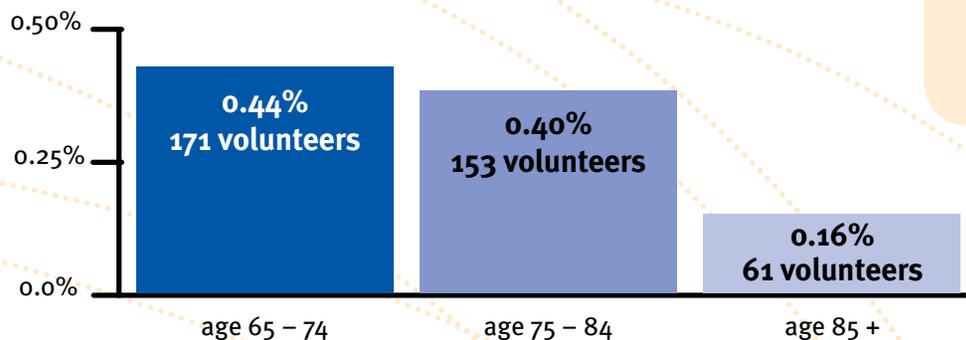
For a full description of all the volunteer opportunities Senior Connections offers please visit: www.seniorconnections-va.org/

Senior Connections serves the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and the City of Richmond.

* Recognizing that Senior Connections is only one of many organizations across the region in which an individual can volunteer, we use this indicator as a proxy to represent volunteerism. As other Age Wave work groups progress (GeroTrifecta, Toolkit, and Business for Life/Aging 2.0), more indicators of engagement will be made available and potentially tracked via No Wrong Door and other systems of data collection.

**385 volunteers
have devoted
more than 100,000
hours of volunteer
service equal to
over \$2.5 million**

% OF POPULATION AGE 65+ WHO VOLUNTEER WITH SENIOR CONNECTIONS



Source: Senior Connections, The Capital Area Agency on Aging, 2013-2014

Why is this important?

Volunteerism provides a positive impact on the economy, the community, and in the lives of individuals. #engagedcommunities

“As senior [volunteer] teams, we delight in the planning and preparation of healthy snacks for children. I interact with other senior members of my community brought together by the program.”

#engagedcommunities
– Volunteer, CATCH Healthy Habits

AFFORDABLE HOUSING AND HOME MODIFICATION

MOBILITY AND TRANSPORTATION

PHYSICAL INFRASTRUCTURE

PUBLIC SAFETY AND DISASTER PLANNING

GOAL

Our region will offer housing, transportation, and design features that enable residents to live safely and with dignity through all the stages of their lives.

OBJECTIVES

1. Increase opportunities for affordable housing and home modification services for older adults.
2. Increase mobility and transportation infrastructure in order to decrease isolation of older adults and persons with disabilities.
3. Improve physical infrastructure including accessibility to housing and public transportation.
4. Promote public safety and make disaster planning widely accessible.

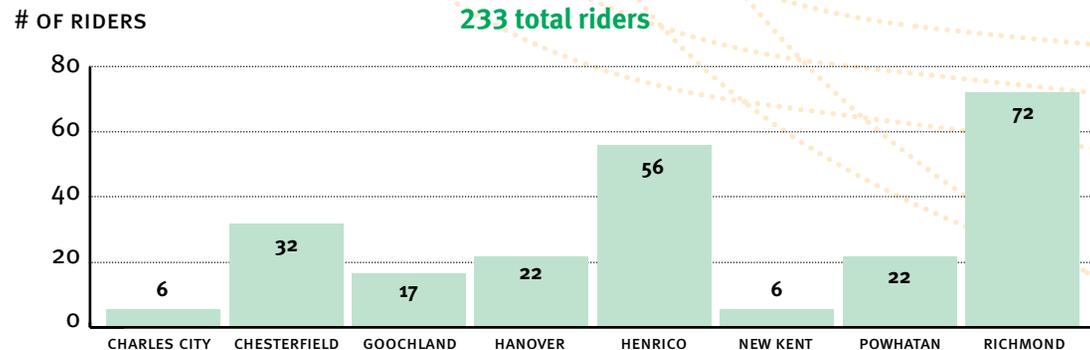
Senior Connections Ride Connection Program* Participation by County

Senior Connections, The Capital Area Agency on Aging, Mobility Management Program includes Ride Connection, transportation scheduling, and Mobility Counseling.

* Recognizing that Senior Connections Ride Connection Program is one of a few organizations that provide regional transportation to medical appointments, we use this indicator as a proxy to reflect mobility and transportation. The rider's ability to pay is based on a sliding scale. A ride is defined as to and from the medical appointment, and is limited to 2 rides per individual per month.

Why is this important?

94% of participants in Senior Connections Ride Connection Program believe the program helps them to improve or maintain their health. #livablecommunities – Senior Connections Transportation Survey, 2014



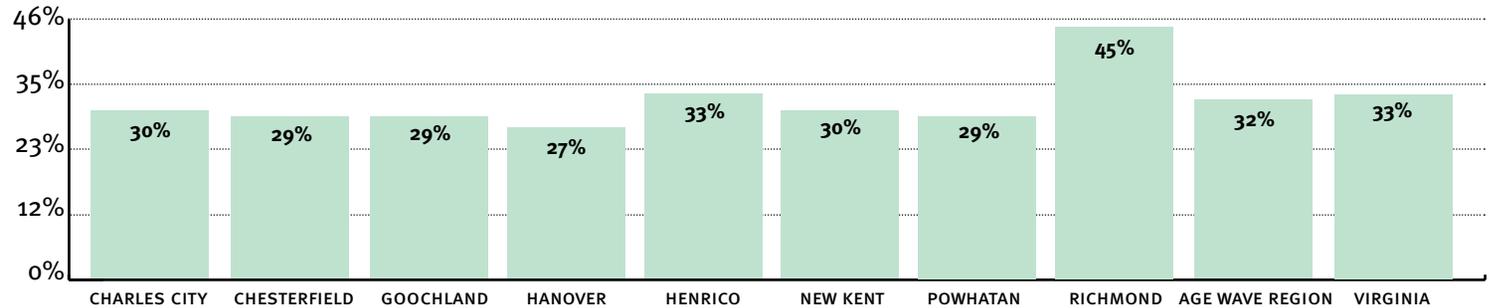
Source: Senior Connections, The Capital Area Agency on Aging, 2013-2014

Percentage of Cost Burdened Households by County

Housing Cost Burden reflects the percent of income paid for housing by each household living in the geographic area reported. The housing cost burden is defined as more than 30% of your income going towards housing costs. This measure reflects preference, budget, and housing units available to each individual household, as well as any public or private housing assistance they receive.

<http://housingvirginia.org/Cost-Burden-House-Paying-30-Housing.aspx>

% OF COST BURDENED HOUSEHOLDS



Source: Housing Virginia SOURCEBOOK, 2012

Why is this important?

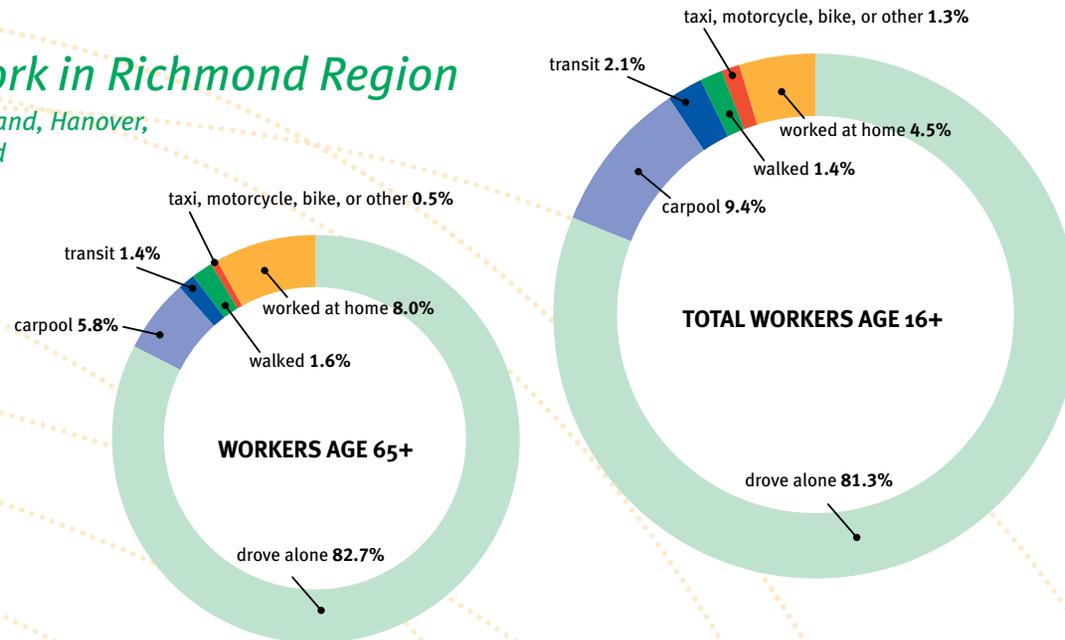
“At any age it becomes difficult to maintain your home for those who are cost burdened.” #livablecommunities
 –Senior Community Housing Officer,
 Virginia Housing Development Authority

Means of Transportation to Work in Richmond Region

Includes counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and the City of Richmond

Why is this important?

“Implications that affect the future delivery of transportation services will be increased demands for public transit and paratransit.” #livablecommunities
 –Principal Planner, Richmond Regional Planning District Commission



Source: U.S. Census American Community Survey 2012; Richmond Regional Planning District Commission Needs and Gaps Assessment for the Transportation Disadvantaged, 2014

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BUSINESS INVESTMENT

WORKFORCE ENTRY AND RETENTION

FINANCIAL SECURITY AND STABILITY

GOAL

Individuals of all ages are able to obtain jobs and to access services that help to build and safeguard assets, plan for retirement, lead productive lifestyles, and care for loved ones.

OBJECTIVES

1. Encourage businesses to retain and invest in older adult workers.
2. Increase workforce entry and retention for older adults who choose to remain in the workforce.
3. Increase options for financial security and stability of older adults.

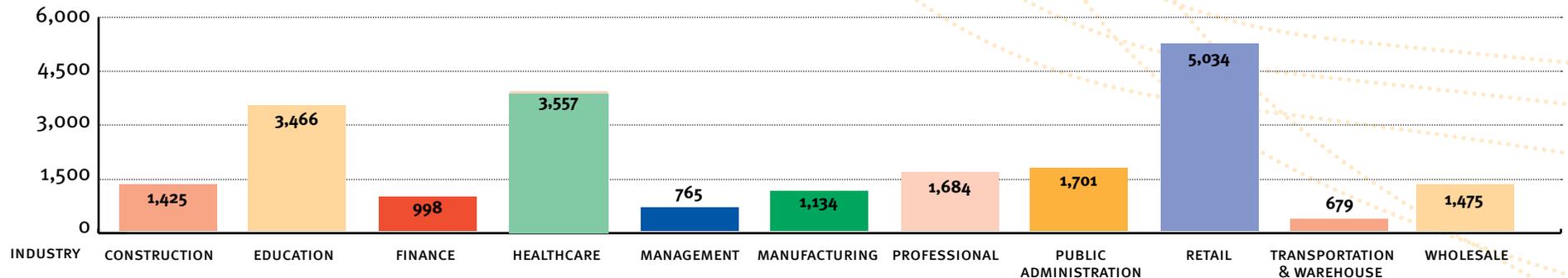
Employment for Individuals Age 65+ in Greater Richmond Region by Industry

Includes counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and the City of Richmond

Why is this important?

"We can't look at just hiring older people or younger people; one of the most important things to consider is an intergenerational approach. Some of the largest employers...think about older workers as reliable people with proven skills in customer service" #stablecommunities
 – President, Workforce Innovations to Navigate Global Solutions

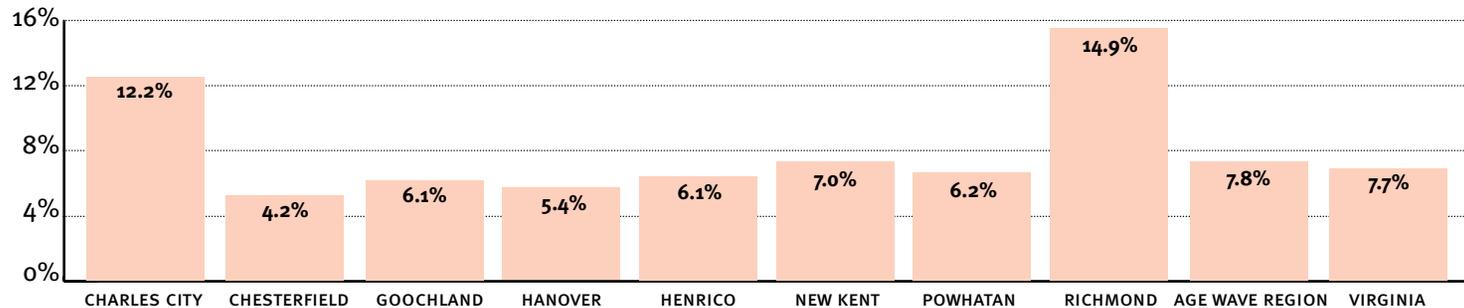
OF INDIVIDUALS 65+



Source: AARP Foundation, 2014 Quarter 2

Percentage of Individuals Age 65+ Living Below Federal Poverty Level (FPL) by County

% OF INDIVIDUALS 65 + BELOW FPL



Source: U.S. Census American Community Survey (ACS) 2009-2013 5-year estimates

Why is this important?

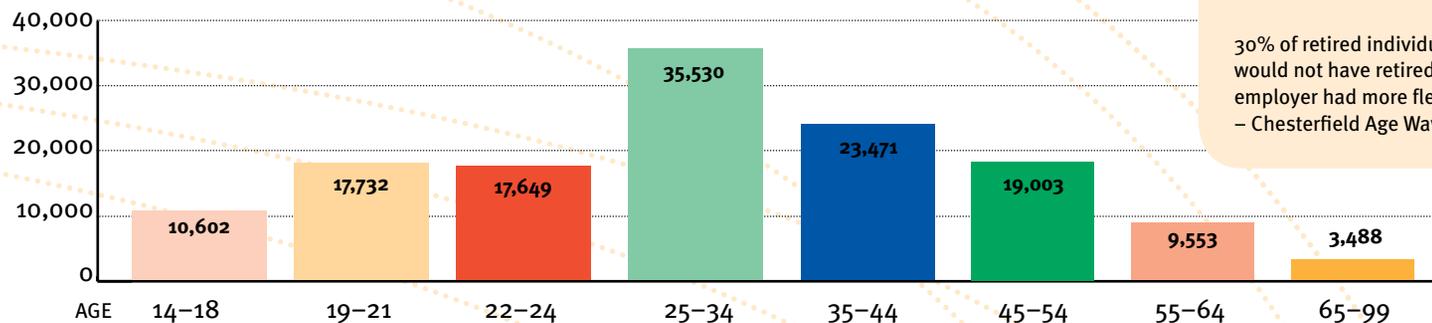
“As a money management volunteer, I assist individuals in financial management. Many clients are doing a great job and paying off their debt” #stablecommunities
 –Volunteer, Senior Connections Money Management Program

2013 POVERTY THRESHOLDS		
100% poverty level	1 Person	2 People
Under 65	\$12,119	\$15,679
65+	\$11,173	\$14,095

Average Number of New Hires by Age in Greater Richmond Region

Includes counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and the City of Richmond

OF NEW HIRES



Source: U.S. Census Bureau, Center for Economic Studies, LEHD, 2013 Quarters 1-4

Why is this important?

“It’s critical that business leaders start designing programs to attract and retain more mature, reliable, & skillful workers.” #stablecommunities
 –Senior Vice President of Product Development, Genworth Financial

30% of retired individuals responded that if they had a choice, they would not have retired. They would have continued to work if their employer had more flexible workforce policies. #stablecommunities
 – Chesterfield Age Wave Input Session Survey, 2014

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WELLNESS, PREVENTION AND CHRONIC DISEASE MANAGEMENT

ACCESS AND COORDINATION

CAREGIVER AND SKILLED HEALTH PROFESSIONALS

LONG-TERM CARE RESOURCES

GOAL

Our region has effective and sustainable health and wellness resources that are coordinated, accessible, and well utilized.

OBJECTIVES

1. Increase the number of older adults participating in prevention, wellness, and chronic disease management.
2. Increase access to and coordination of health care and adult supportive services.
3. Increase awareness of the critical role of caregiving and training that supports families and skilled health professionals.
4. Increase awareness of long-term care resources.

Percentage of Individuals** Who Could Not See a Doctor Due to Cost

Why is this important?

"[Residents] outside of the city have more difficulty securing consistent medical attention, socialization and transportation which is what PACE is all about." #wellcommunities
 –Marketing Director, Riverside PACE (Programs of All-inclusive Care for the Elderly)

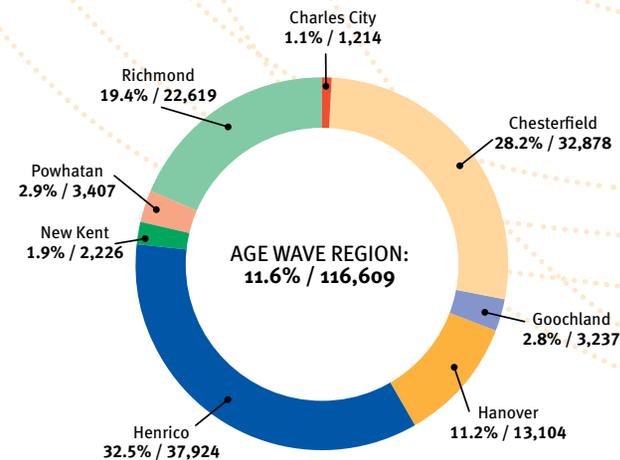
LOCALITY	2012	2013	2014
Charles City*	N/A	N/A	N/A
Chesterfield	8%	9%	8%
Goochland	7%	6%	N/A
Hanover	7%	6%	6%
Henrico	10%	10%	12%
New Kent	9%	12%	N/A
Powhatan*	N/A	N/A	N/A
Richmond	13%	11%	10%
Age Wave Region	9%	9%	9%
Virginia	12%	11%	12%

Source: County Health Rankings, 2012-2014

* Data not available for Charles City County and Powhatan County due to small sample size

** Ages range from 18-64

Population Age 65+ in Greater Richmond Region by County

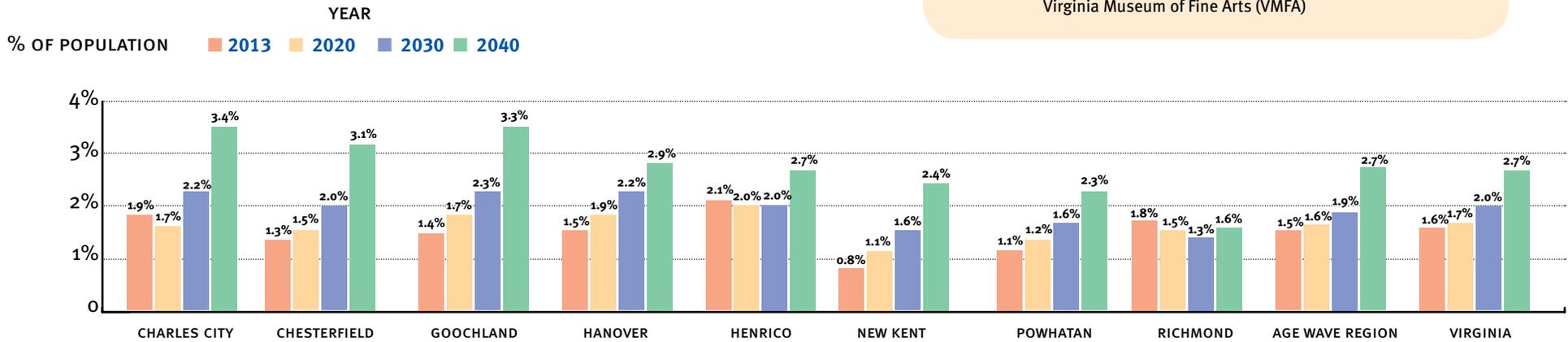


Why is this important?

Nationally 14.1 percent of the U.S. population is age 65 and over; as our population ages over the next several decades, we will become more racially and ethnically diverse.
 #wellcommunities

Source: U.S. Census 2000, 2010; Richmond Regional Planning District Commission, Needs and Gaps Assessment for the Transportation Disadvantaged, 2014

Projected Percentage of Total Population Age 85+ by County



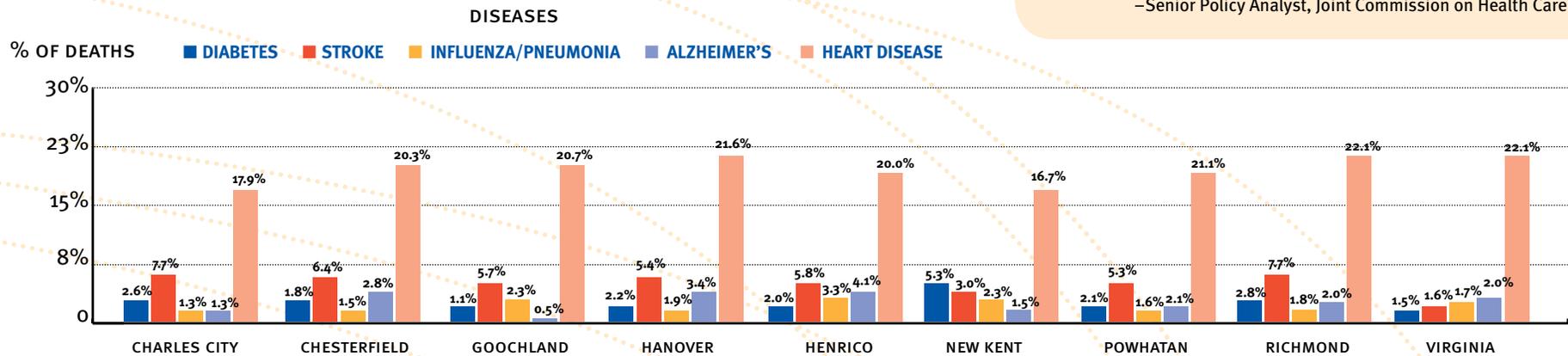
Source: U.S. Census 2000, 2010; U.S. Census American Community Survey (ACS) 2009-2013 5-year estimates (2013); University of Virginia, Weldon Cooper Center for Public Service, Demographics & Workforce Group Population Projections.

Why is this important?

“Knowing who we will serve [in the future] is essential to offering the most relevant programming and content that we can.” #wellcommunities
 – Chief Educator and Adult Programs Manager,
 Virginia Museum of Fine Arts (VMFA)

Percentage of Individual Deaths by Disease by County

Research indicates that diseases chosen in this graph are often directly correlated with age.



Source: Virginia Department of Health, Division of Health Statistics, County Health Profiles, 2012

Why is this important?

“By adopting healthier lifestyles to preventative care and treatment, we can reduce the rate of many diseases and in turn enhance quality of life, potentially longevity and lower health care costs.” #wellcommunities
 –Senior Policy Analyst, Joint Commission on Health Care

Build Momentum

Four results-oriented work groups and community deliverables drive new momentum and progress through the delivery of concrete products that include:



Scorecard

A regional dashboard to measure progress



GeroTrifecta

An intergenerational neighborhood canvassing project



Toolkit

Programs for life enrichment and local supports



Business for Life/Aging 2.0

A network of innovators and providers modeling services, products, physical environment, and workforce training to new desires and demands

Partner organizations provide time, talent, and resources to support GRAW as work group members and Chairs representing: AARP, Genworth Financial, Joint Commission on Health Care, Senior Connections, The Capital Area Agency on Aging, and Virginia Commonwealth University's Department of Gerontology.



Scorecard

Utilize a regional dashboard of indicators (data points) to monitor, measure, and evaluate success of the Age Wave planning in alignment with other regional efforts and statewide initiatives such as No Wrong Door.

Progress

A 20+ member group culled and reviewed extensive national/regional/local datasets to develop a framework for our regional dashboard. This work group continues to provide guidance on emerging datasets and indicators from other work group areas that can inform progress of our work through other regional models and planning efforts across the country.

Chaired by Dr. Michele Chesser, Senior Health Policy Analyst, Joint Commission on Health Care



GeroTrifecta

How do we gain a deeper understanding of neighborhood strengths, gaps, and needs? GeroTrifecta is a synergetic combination of community members, aging professionals, elders, and students coming together as grassroots community organizers and advocacy network to pilot intergenerational canvassing and walkability audits. This network has developed an initial assessment tool to collect neighborhood-level data and conduct preemptive interventions to improve access to local programs and services.

Progress

A 25+ member group developed criteria to identify pilot canvassing projects in three neighborhoods, including: Union Hill (City of Richmond), Woodlake (Chesterfield County), and Willow Lawn (Henrico County). The canvassing approach is based on successful models across the country that support aging in place and mixed methods of data gathering.

Chaired by James Brooks, Associate State Director, AARP



Toolkit

To empower our communities, a culmination of leading aging resources and providers in the region are collaborating to create a dynamic resource with on-demand publishing capabilities. The Toolkit will showcase an array of organizations, services, products, community engagement opportunities, and supportive programs to promote healthy, autonomous aging and quality of life across the Greater Richmond Region.

Progress

A 19+ member group identified extensive content for Toolkit based on the framework of the regional Plan and local resources. The group is developing short videos and a marketing plan to profile local resources, programs, services, neighborhood attractions and community members.

Co-chaired by Marge Boynton, Elder Rights Director, Senior Connections, The Capital Area Agency on Aging, and Jay White, Director of Professional and Community Development, Virginia Commonwealth University's Department of Gerontology.



Business for Life/ Aging 2.0

Incubating innovation in our business community, means understanding our local markets and consumers. This group brings together a network of businesses, aging professionals, and local providers focused on future services and products that appeal to a growing market of consumers. This group recognizes and guides businesses that invest in older patrons and employees. The group provides a platform to foster sound business practices—inclusive of all ages, and enhance profitability by considering key factors of physical environment, access to services, customer appeal, workforce, marketing and engagement.

Progress

A 20+ member group represents diverse organizations. The group developed a checklist of best practices based on national models to enhance profits and customer loyalty. The group is creating a value proposition and pilot to educate business leaders and retail merchants associations about mindfulness and benefits of services/products for a lifetime.

Chaired by Beth Ludden, Senior Vice President Long Term Care Product Development, Genworth Financial

Academic Infusion Across the Age Spectrum

Advocates can eliminate negative perceptions and stereotypes of aging by focusing on the strengths and assets of an intergenerational community for people of all ages and abilities.



Your elderhood is safe with these future gerontologists advocating at the Virginia General Assembly session 2015 for optimal aging for individuals and communities. *Photo courtesy of Virginia Commonwealth University Department of Gerontology*

Operationalizing Age Wave Readiness (ALHP 591)

VCU's Department of Gerontology launched a new course for Age Wave planning in the Summer of 2014, ALHP 591. This service learning course educates students about community organizing, advocacy, and implementing a collaborative regional Plan for Age Wave Readiness. The course is co-taught with an academic and community lead and features guest lecturers in GRAW's planning efforts from housing, service delivery to transportation. Students successfully designed a neighborhood assessment tool, building on national and local best practices from the GeroTrifecta work group. The course will be offered to graduate and undergraduate students on an annual basis.

Elders Are Our Superheroes

is an art program at William Fox Elementary School for students in grades K–5 that reinforces positive images of aging and helps build awareness of the Age Wave across our region among local businesses and organizations. In 2011, an art teacher in the City of Richmond teamed up with the Director of GRAW to brainstorm a curriculum and project that educates

elementary children and the broader community to celebrate and respect the wisdom and talents of elders. This program spotlights Grandparents as heroes in their own right, through the eyes of the students. This collection of artwork is a rotating exhibit among local partners and businesses that anyone can request. **Please let us know if you are interested in hosting this show by e-mailing us at: info@agewellva.com.**

People of all generations delight to view this collection. The program is now in its third year and continues to inspire other local teachers, schools, and organizations. Access the online gallery at: www.flickr.com/photos/agewave/

*"This is my super grandpa.
He flies by the light of the moon."
– William Fox Elementary
School 5th Grader*

This artwork was created by a local student to reinforce positive images of aging and build Age Wave awareness across our region. To see more *Elders Are Our Superheroes* art, turn to page 24.





“It takes time, investment, commitment, and leadership to bring younger and older people together in a true partnership that engages and respects the strengths of each generation.”

– Executive Director, Generations United

2015 MetLife Foundation/Generations United Best Intergenerational Community Award

The Greater Richmond Region was named the 2015 MetLife Foundation/Generations United Best Intergenerational Community! As a Best Intergenerational Community award recipient, Richmond, VA has become part of a national network committed to strengthening and increasing intergenerational communities throughout the country. With over 40 local intergenerational programs, festivals, events, and leisure activities bringing together residents of all ages, Richmond is a community that fosters meaningful relationships and connections between older adults, parents, and children. To learn more about the award: www.gu.org/OURWORK/Programs/BestIntergenerationalCommunities.aspx



The application was spearheaded by GRAW and highlighted efforts of various community partners and regional organizations. Supporting materials and information for this application were provided by: Chesterfield County, United Way of Greater Richmond & Petersburg, Richmond Regional Planning District Commission, PALETTE, Family Lifeline, YMCA of Greater Richmond, Sports Backers, Senior Connections, VCU’s Department of Gerontology, and others. The national award ceremony was held February 2015 in Washington, D.C.

Richmond celebrates the 2015 MetLife Foundation/Generations United Best Intergenerational community award in Washington, D.C. followed by a tour of U.S. Capitol and meeting with Virginia legislators. Juan Williams, author and journalist, and Donna Butts, executive director of Generations United, present the award to our community representatives. *Photo courtesy of Greater Richmond Age Wave*

Southern Gerontological Society Annual Meeting posters and workshop, April of 2015 in Williamsburg, VA

- **Poster: Age Wave Readiness** An academic model for integrating classroom and community in Age Wave Planning.
- **Poster: CATCH Healthy Habits** An examination of a university community partnership implementing an intergenerational program for improving physical health and activity.
- **Workshop: Elders are Our Superheroes** An art program for elementary school students that reinforces positive images of aging and builds awareness across communities.



Celebrating longevity at Richmond's annual Centenarians Event hosted by the City of Richmond.

Photo courtesy of City of Richmond Office on Aging and Persons with Disabilities

“Aging is for everybody! We want to make RVA the best place to age. Connecting across our community can make this happen. We’re engaging elders and families, really everyone across the lifespan, with best practices for optimal aging for individuals and communities. We want you to be part of the conversation.”

– Chair and Associate Professor,
VCU Department of Gerontology

Collaborative Community Partnerships Through Programs, Events, and Social Media

Programs

OASIS CATCH Healthy Habits program is hosted by Senior Connections in partnership with Gerontology. This intergenerational program combats childhood obesity by instilling attainable healthy eating and active living habits among children and adults. Trained adult volunteers, age 50-plus, teach children in grades K-5 how to adopt a healthy diet and become physically active through a series of hourly sessions facilitated in after-school and summer programs. Sessions are comprised of three components, a hands-on nutrition lesson, a healthy snack, and fun physical activity. This program builds on the national model of OASIS Institute, active in over 23 cities across the U.S. Richmond is the only city in the Commonwealth with this program.

Summer and fall 2014 CATCH sites included: Charles City County Parks and Recreation, Swim RVA, Peter Paul Development Center, and Patrick Henry Family YMCA. CATCH engaged more than 20 older adult volunteers and will increase that number in 2015. More than 150 local youth learned about healthy eating habits and physical activity. If you are interested in becoming a CATCH Healthy Habits volunteer or partner site, please contact us at info@agewellva.com or visit our website: www.oasisnet.org/Richmond



2014 RVA Active Aging Week Chair, Sharon “Juicy Joints” Brewer, (center) and friends, get into the spirit of the week with fun physical activity and great dance moves. *Photo courtesy of RVA Happy video produced by Briget Ganske and YMCA of Greater Richmond Growing Younger program*



“Thank you for teaching me how to eat healthy. Now I ask my dad if I can ride my bike and eat fruit.”

– Youth Participant, CATCH Healthy Habits Program, Charles City Parks and Recreation Center



CATCH Healthy Habits Volunteer and youth engage in a healthy outdoor activity of planting in the garden at Peter Paul Development Center located in Richmond’s Church Hill community. *Photo courtesy of CATCH Healthy Habits Program*

Events

RVA celebrated Active Aging Week September 22–27, 2014. This week is a national initiative of the International Council on Aging (ICA) encouraging persons 50 and older to actively age in their communities. 2014 marks Greater Richmond’s first region-wide celebration collaboratively managed by GRAW and included the participation of over 40 community partners hosting an array of activities, workshops, and forums to promote proactive approaches to healthy aging.

In 2015, we will continue to promote broader awareness of this week and positive images of active lifestyles that reinforce connections to local community resources. Please consider ways you can help us strengthen outreach for this week-long event. Visit us on Facebook: www.facebook.com/RVAActiveAgingWeek

Social Media

Sports Backers Active RVA announced a new partnership with GRAW to build a bank of resources for active aging across Greater Richmond. The site will feature articles from the Age Wave’s team of thoughtful partners and authors. You will find relevant events, fashion resource guides and breaking news, all from the perspective of local experts dialed into national trends as well as our local communities. Visit us at the Active RVA blog: www.activerva.org/blog/

For inspiring messages about our regional efforts and images of aging, please visit us at: www.pinterest.com/agewaververa/

To learn about our regional neighborhoods and community canvassing efforts conducted by students in VCU Department of Gerontology, please visit our blog: <http://rampages.us/agewavereadiness/>



Timeline of Achievements: Greater Richmond Age Wave

2009

- 120 regional leaders attend Workshop for Creating a Livable Richmond Metro for All Ages at Greater Richmond Convention Center



Photo courtesy of United Way of Greater Richmond & Petersburg

2010

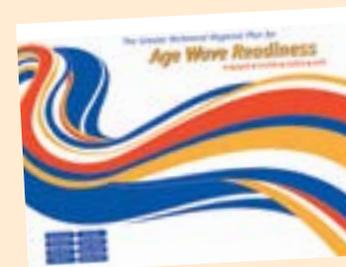
- Greater Richmond Age Wave Leadership Committee formed as partnership managed and staffed by United Way of Greater Richmond & Petersburg and Senior Connections, The Capital Area Agency on Aging
- Engaged, Livable, Stable and Well Work Groups established
- Greater Richmond Age Wave initial webpage and listserv launched

2011

- Draft Greater Richmond Regional Age Wave Readiness Plan completed through collective input process
- Older Dominion Partnership hosts Age Wave Summit II bringing together leaders in planning across the Commonwealth
- Community Ideas Station Broadcast: *Start the Conversation—Seniors Matter: Are You Helping Shape Our Future?*
- Regional Roundtable: *Building the Greater Richmond Age Wave Plan* held at the Cultural Arts Center at Glen Allen with over 225 leaders and residents attending and national keynote speaker Joan Twiss, Center for Civic Partnership
- Older Dominion Partnership's statewide survey released with participation of 25 Area Agencies on Aging

2012

- *The Greater Richmond Regional Plan for Age Wave Readiness* Plan completed
- Release Party for *The Greater Richmond Regional Plan for Age Wave Readiness* Plan hosted by Genworth Financial brings together hundreds of stakeholders across the region
- Public presentations held across the community on completed Plan
- *Elders Are Our Superheroes* program and partnership launched with William Fox Elementary School



The Greater Richmond Regional Plan for Age Wave Readiness

2013

- Age Wave Implementation workshop hosted by United Way of Greater Richmond & Petersburg featuring the progress of Charlottesville, Williamsburg and Rappahannock Rapidan region
- Senior Connections, The Capital Area Agency on Aging and Virginia Commonwealth University Department of Gerontology sign a Memorandum of Understanding to lead implementation of Greater Richmond Age Wave Readiness Plan
- Director of the Greater Richmond Age Wave hired to manage implementation, develop funding to support initiative and coordinate Leadership Committee and work groups.

2014

- The Greater Richmond Age Wave Leadership Committee held Implementation Kick-Off, under new managing partners of VCU Department of Gerontology and Senior Connections at United Way of Greater Richmond & Petersburg
- Age Wave Project based Work Groups (4) formed: Scorecard, Toolkit, GeroTrifecta and Business for Life under direction of AARP, Genworth Financial, Joint Commission on Health Care, Senior Connections, and VCU's Department of Gerontology
- Greater Richmond Age Wave implementation updates posted on agewellva.com and quarterly e-news journal



Greater Richmond Age Wave Community Partners at United Way of Greater Richmond & Petersburg

- Chesterfield County government hosts Age Wave Leadership Committee meeting highlighting Chesterfield County's progress and sharing best practices with other localities
- Commonwealth Council on Aging hosts Community Conversation on Aging at the Senior Center of Greater Richmond featuring Greater Richmond Age Wave planning effort
- OASIS CATCH Healthy Habits, a national evidence-based intergenerational program, hosted by Senior Connections and VCU Department of Gerontology, is successfully launched at 5 partner organization sites, engaging over 150 youth and 20 adult volunteers
- Greater Richmond Age Wave Pinterest page established with positive images, ideas and concepts about aging in RVA
- Partnership for Smarter Growth's Livable Communities Forum supported by Greater Richmond Age Wave, building awareness among developers and regional planners
- Launch Age Wave service learning course offered at VCU's Department of Gerontology, ALHP: 591: COMMUNITY Organizing, including guest lecturers from Age Wave Leadership Committee
- Charles City County launches local Age Wave Committee
- Virginia Department for the Aging and Rehabilitative Services works in partnership with Greater Richmond Age Wave to develop first statewide forum bringing together leaders of 8 local Age Wave Planning efforts across the Commonwealth
- Hanover County works to align with regional Age Wave Planning in county's Human Service Strategic Plan; presentation on regional Age Wave made to Board of Supervisors
- Henrico County launches local Age Wave Task Force
- Students present research/ findings from Age Wave course and assessment tool to Age Wave Leadership Committee members and Richmond Regional Planning District Commission staff
- First region-wide celebration of Active Aging Week, collaborating with over 40 community partners across all 8 localities, and producing RVA *Happy Video* which features Active Aging Week Chair, Sharon Brewer and attracts broad media attention
- Third annual *Elders are Our Superheroes* show, featuring artwork of William Fox Elementary students (K-5), held at Heath South Rehabilitation Hospital, Riverside PACE-MacTavish, Imperial Plaza and will continue rotating to other businesses into 2015
- Genworth Financial receives Business award at Senior Connections Empty Plate Luncheon for work collaborating with Age Wave and managing a regional work group area dedicated to promoting business practices that benefit all ages
- Active RVA and Age Wave launch a new partnership blog promoting healthy, active aging across the region
- Greater Richmond Region named 2015 MetLife Foundation/Generations United Best Intergenerational Community; application spearheaded by Greater Richmond Age Wave
- Release first Strategic Update on implementation of Greater Richmond Age Wave Readiness Plan
- Southern Gerontological Society Annual meeting in Williamsburg, VA to feature posters/workshop specific to regional Age Wave planning effort

2015



An artist with the PALETTE program at the Visual Arts Center creates marbled paper. Photo courtesy of PALETTE

Elders are Our Superheroes

Students in our local community completed art assignments that illustrate the value of older people and grandparents in our communities by examining their talents—as superheroes. After students completed their assignments, each one was asked to explain their image and identify the super power (talent) they had chosen for their elder. The student’s thoughts were captured by their teacher and are displayed with the artwork.

Special thanks to William Fox Elementary School

“My grandma just has to think it...and it’s baked. She has baking superpowers.”
—4th Grader



“This is my grandma. Her superpower is sewing clothes. She can do it super fast! In one night, it’s finished! Her super power name is Super Gran.”
— 1st Grader



Acknowledgements

Greater Richmond Age Wave Planning Partners

Since 2009, hundreds of community members and stakeholders continue to contribute their time, talents, expertise, and insights to the Greater Richmond Age Wave and regional Readiness Plan completed in 2012. A sincere thank you to the following organizations moving our implementation efforts forward across our region:

Funders & Sponsors

Genworth Financial

JenCare

Richmond Memorial Health Foundation

Senior Connections, The Capital Area Agency on Aging

The Community Foundation Serving Richmond and Central Virginia

United Way of Greater Richmond & Petersburg

Virginia Commonwealth University’s Department of Gerontology

Implementation & Strategic Guidance

AARP Virginia

AARP Foundation SCSEP

Ageless Grace

Age-Friendly NYC

Aging with Grace

Aging Together

Aging 2.0

Alzheimer’s Association

Arthritis Foundation

BBB Serving Central Virginia

Better Housing Coalition
 Bon Secours Richmond Health System
 Brookdale Imperial Plaza
 CareMore
 Charles City County
 Chesterfield County
 Circle Center Adult Day Services
 City of Richmond
 Commonwealth Retirement Advisors
 ConnectVA
 Covenant Woods
 EVB
 Fairfax Area Agency on Aging
 Family Lifeline
 Farmer Brown's Mobile Market, LLC
 Feed More-Meals on Wheels
 Generations United
 Goochland County
 Grantmakers in Aging
 Greenfield Residences at Monument Avenue
 HandsOn Greater Richmond
 Hanover Adult Day Center
 Hanover County
 Health South Rehabilitation Hospital of Virginia
 Henrico County
 Home Instead Senior Care
 Home Keepers
 Jefferson Area Board for Aging
 Jewish Family Services
 John Tyler Community College
 Lifelong Learning Institute of Chesterfield
 Long & Foster Realtors
 Mental Health America of Virginia
 National Association of Area Agencies on Aging



“This is my grandpa. I call him ‘super egg.’ He has fry-an-egg power. He makes the best eggs.”
 – 2nd Grader



“This is my grandma. Her super power is that she makes the best cookies.”
 – 2nd grader



“This is my grandma. She is an awesome cook. She thinks of a recipe and she can make it and it’s so good. She calls out ‘Food is ready!’ and then it is. I call her Super Ohma”
 – 5th grader

“This is my grandma.
Who or whatever she
touches starts to read.”
– 5th Grader



“This is my grandma. Her
super power is giving food to
people. I picked this super
power because she bakes.
Her name is ‘Super G.’ ”
– 3rd Grader



“This is my grandpa.
His name is ‘Super Golf.’
He can fly and has
golf ball laser eyes.”
– 4th Grader



National Institute on Aging
New Kent County
New York Academy of Medicine
OASIS Institute
Older Dominion Partnership
PALETTE
Partnership for Smarter Growth
Patrick Henry Family YMCA
Peninsula Area Agency on Aging
Peter Paul Development Center
Powhatan County
Project: HOMES
Rappahannock Area Agency on Aging
Rebuilding Together Richmond
Richmond Hill
Richmond Regional Planning District Commission
Richmond Region Tourism
Riverside Center for Excellence in Aging and Lifelong Health
Riverside PACE-MacTavish
RVA Rapid Transit
SCORE
Senior Center of Greater Richmond
Seniors Helping Seniors
Senior Navigator
Senior Services Coalition of Greater Williamsburg
Sports Backers/Active RVA
Spring Creek Baptist Church
Swim RVA
The Partnership for Housing Affordability
U.S. Department of Health and Human Services,
Administration for Community Living
Van Go Inc of Richmond
Virginia Asian Advisory Board

Virginia Center for Architecture
Virginia Center for Inclusive Communities
Virginia Commonwealth University Department
of Physical Therapy
Virginia Commonwealth University Department
of Occupational Therapy
Virginia Commonwealth University Medical Center
Virginia Commonwealth University Center for
Urban and Regional Development
Virginia Department for Aging and Rehabilitative Services
Virginia Department of Health
Virginia Housing Development Authority
Virginia Joint Commission on Health Care
Virginia Office of the Secretary of Health and
Human Resources
Visual Arts Center of Richmond
Virginia Museum of Fine Arts
Weinstein Jewish Community Center
Westminster Canterbury Richmond
William Fox Elementary School
Woodlake Community Association
YMCA of Greater Richmond
2-1-1 Virginia



“How my grandma’s super power works is: she can find fossils anywhere. Her super name is ‘fossil woman.’”
– 2nd Grader



“This is my grandma. Her name is super painter. She is really good at painting. Whenever she holds the paintbrush... paint just shoots out!”
– 1st Grader



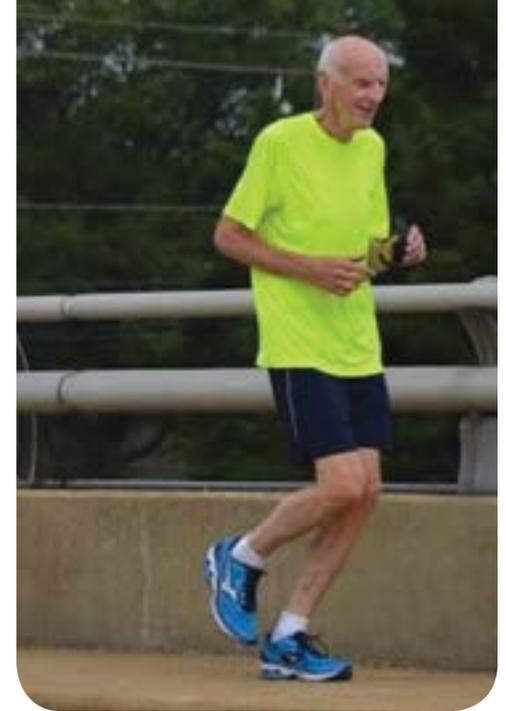
“She is super grandma Jane. Her super power is giving presents. Also, she can fly.”
– 2nd Grader

“As a member of the Coalition, and a resident of the Fan in Richmond, I have witnessed firsthand the Plan being used to move public and private stakeholders in the metro Richmond region to address the critical needs of accessibility, transportation, housing, coordinated care and community engagement to facilitate people aging in place.”

– Senior Policy Analyst,
Virginia Department for Aging
and Rehabilitative Services

Although Norbert, age 72, has long enjoyed biking, tennis, and sailing, he didn't get into running until he was 69. Still, running is only a small portion of his diverse exercise regimen. Norbert stays active with home improvement projects and the restoration of an old sailboat he purchased from a marina. In his spare time, he is a photography enthusiast. “I take photos of nature that most people don't see,” says Norbert. Running allows him to see the landscape more clearly, since it's often difficult to see anything while driving. **Norbert's advice to other people his age looking to get active: “Listen to your body and take breaks. It may hurt sometimes, but it will make you stronger!”**

Photo courtesy of Sports Backers

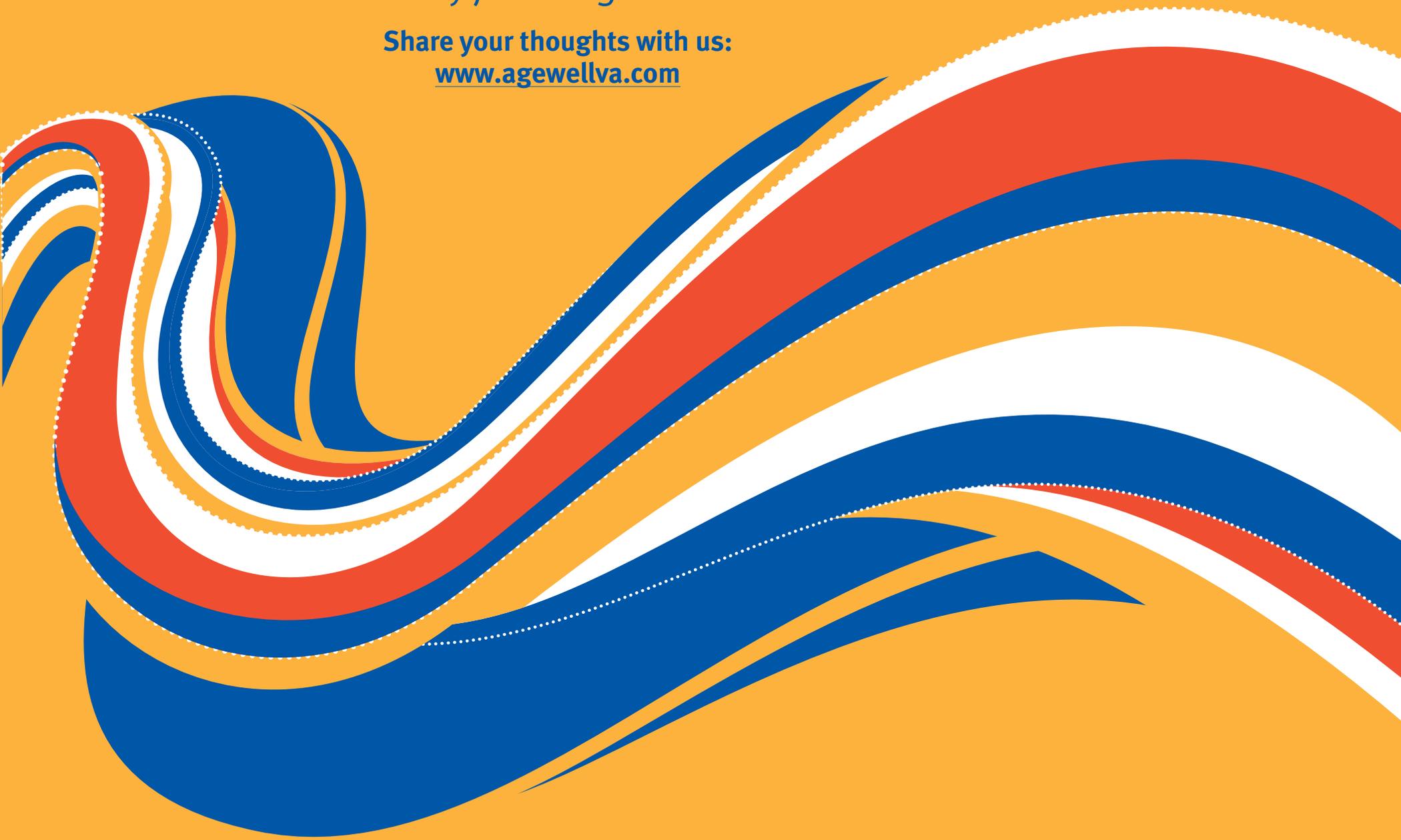


Notes

We are interested in your feedback. Please tell us how this document has been helpful to you or your organization and/or how we can improve it in the future. Email us at info@agewellva.com

What are **you** doing to help Greater Richmond
be ready for the Age Wave?

Share your thoughts with us:
www.agewellva.com





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