

AGING POWER TOOLS



A CURATED SELECTION OF RESOURCES TO PROMOTE
STRONGER, AGE-FRIENDLY COMMUNITIES

Created for **Community AGEnda**,
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ABOUT COMMUNITY AGENDA

Community AGEnda: Improving America for All Ages is an initiative of Grantmakers In Aging and is funded by the Pfizer Foundation. It seeks to enhance and accelerate age-friendly development work in communities across America. Launched in 2012, Community AGEnda has awarded grants to local groups in Arizona, Florida, Georgia, Indiana, and the greater Kansas City area to support their efforts to become great places to grow up and to grow old. The project also hopes to inspire similar age-friendly work across the country through convening, promotional activities, and the collection and development of planning, assessment, and strategy tools and other practical resources, including an online searchable database of age-friendly projects in the United States. For more information, please visit GIAging.org/CommunityAGEnda.

ABOUT GRANTMAKERS IN AGING

Grantmakers In Aging (GIA) is an inclusive and responsive membership organization including all types of philanthropies with a common dedication to improve the experience of aging. GIA members have a shared recognition that a society that is better for older adults is a society that is better for people of all ages. For more information, please visit GIAging.org.

ABOUT THE PFIZER FOUNDATION

The Pfizer Foundation is a charitable organization established by Pfizer Inc. Its mission is to promote access to quality health care, to nurture innovation, and to support the community involvement of Pfizer colleagues. The Pfizer Foundation provides funding and resources to local and international organizations that expand and improve global health strategies. In 2011, the Foundation provided over \$16 million in grants and employee matching gifts to non-governmental organizations around the world. For more information please visit Pfizer.com.



PLANNING FOR, MAKING CHANGE

Every day, more communities—and the private and public funders who support them—find themselves ready to remake their village, town, or city to respond to what will be a transformative expansion of their aging population. In 2012, the Pfizer Foundation formed a partnership with Grantmakers In Aging (GIA), an affinity group for philanthropies concerned with improving the experience of aging in America, to create *Community AGEnda: Improving America for All Ages*. Its ultimate goal is to support communities in their efforts to become great places to grow up and to grow old. In its first year, Community AGEnda made awards to five communities already committed to age-friendly development to help them accelerate and expand their efforts in this area. For more information, please [click here](#).



As part of this initiative, Community AGEnda has documented the exciting work being done in this field, not only in our original five cities, but across the country. *Age-Friendly Communities: the movement to create great places to grow up and grow old in America: An introduction for private and public funders*, an online publication, describes the various aspects of this diverse and hopeful enterprise and features brief profiles of sites and organizations doing this work. You can read this document on the GIA Web site [here](#). We have also created a searchable database of more than 200 age-friendly initiatives found in communities across the country. If you are looking for programs and people to connect to, please visit the GIA Web site and explore this new tool [here](#).

Complementing the overview and the database, *Aging Power Tools* offers a practical framework, with references and associated resources and materials, that any funder, community, planner, or team can use to launch or broaden their age-friendly initiative. Based on a broad web review and our experience in the field, this document points to a wealth of materials that funders, local governments, and community groups can use to move ahead.

The resources are organized into eight sections, related to common steps in moving an age-friendly community project forward:

1. Get educated about age-friendly communities
2. Survey community assets and needs
3. Convene key stakeholders
4. Develop and implement action plans
5. Learn more about your key issue areas
6. Identify partnerships and funding strategies
7. Communicate with and engage key stakeholders and the community
8. Conduct evaluation and assessment

We trust these materials and tools, gathered from expert groups around the country, will be useful as you move your important work forward.

If aging or community development has not been a focus in the past, or your community seeks new input or ideas, it may make sense to start by exploring some of the existing resources outlining age-friendly initiatives and approaches.



RESOURCES AND EXAMPLES

- *Age-Friendly Communities: the movement to create great places to grow up and grow old in America: An introduction for private and public funders* (March 2013) by Grantmakers In Aging offers an overview of the diverse range of activities taking place across the country.
- *The Maturing of America: Communities Moving Forward for An Aging Population* (June 2011) by the National Association of Area Agencies on Aging.
- *Checklist of Essential Features of Age-Friendly Cities* from the World Health Organization, is based on the results of the WHO Global Age-Friendly Cities project consultation in 33 cities in 22 countries. The checklist is a tool for a city's self-assessment and a map for charting progress.
- *A Blueprint for Action: Developing Livable Communities for All Ages* from the Partnership for Livable Communities is “a quick-reference kit for practitioners looking for tools, resources, and best practices. It includes information based on community experiences in building local leadership and solving specific challenges relating to aging.”
- *Creating an Age-Friendly NYC One Neighborhood at a Time: A Toolkit for Establishing an Aging Improvement District in Your Community* from the New York Academy of Medicine and Age-Friendly NYC can not only get you up to speed on the issue, but offers a comprehensive approach to creating these kinds of districts in neighborhoods or other areas.
- If you are thinking about taking a deliberate, intergenerational approach, the *Intergenerational Community Building: Resource Guide* from Communities for All Ages, can take you through their unique process step by step.

- *A Tale of Two Older Americas: Community Opportunities and Challenges: AdvantAge Initiative 2003 National Survey of Adults Aged 65 and Older* from the Center for Home Care Policy and Research of the Visiting Nurse Service of New York.
- **The Environmental and Policy Change for Healthy Aging online resource**, hosted by the CDC's Health Aging Research Network, provides a range of interactive, online tools to build capacity for community change. It includes modules with recorded presentations, interactive discussion areas, and resources on topics related to aging and environment.
- The Community Partnerships for Older Adults, funded by the Robert Wood Johnson Foundation for several years, developed a host of **strategic planning and other resources** to guide neighborhoods, towns, and cities as they develop responses to the long-term needs of older people.

The next step is assessing the needs of a community's older adults and determining the scope and focus of the project at hand. Initially, you may need quantitative data that describes your aging population, its income levels, and known social challenges. With this information in hand, more qualitative assessment tools, such as focus groups, surveys, or asset mapping, will help you clarify your community's greatest assets and needs.

A successful outcome of a community needs assessment will be a comprehensive community profile that identifies your unique social, economic, health, or cultural resources, issues of concern, and gaps in the current offerings for older adults and people of all ages.



RESOURCES AND TOOLS FOR QUANTITATIVE RESEARCH

- *The Aging Integrated Database* of the federal [Administration on Aging](#) (AoA) has a wealth of data in table, graph, and map form.
- *Older Americans 2012: Key Indicators of Well-Being*, produced by the Federal Interagency Forum on Aging-Related Statistics, is a go-to resource on national health and wellness data.
- *“What Should We Fund? Assessing Community Needs Using Available Data”* is a GIA-produced PowerPoint presentation offering guidance on making the best use of a range of research databases, including the [U.S. Census Bureau](#).
- Municipal, county, or state planning agencies often can provide statistics about older adults. [N4A](#), the National Association of Area Agencies on Aging, is a good place to start. Your local Area Agency on Aging or AAA is also required to create an Area Aging plan that may be a source of helpful data and ideas.
- *Livable Community Indicators for Sustainable Aging in Place*, from the Stanford Center on Longevity and the MetLife Mature Market Institute, sets out a comprehensive group of measures each correlated to data sources readily available to funders and local governments.

RESOURCES AND TOOLS FOR QUALITATIVE ASSESSMENT

Needs Assessment Tools:

- *AARP Livable Communities – an Evaluation Guide* is a tool for determining the livability features of a community, with step-by-step guidance, sample survey questions, and checklists to help local officials identify issues of concern.

- The *Intergenerational Community Building: Resource Guide* from Communities for All Ages has a very helpful section on assessing a community through an intergenerational lens, complete with questions and examples.
- *A Community Needs Assessment Guide, Loyola University: A Brief Guide on How to Conduct a Needs Assessment* is a thoughtful, comprehensive tool from the Center for Urban Research and Learning and the Department of Psychology at Loyola University Chicago.
- The University of Kansas' *Community Tool Box*, while not explicitly focused on aging issues, has a raft of assessment tools, as well as tools to take you through an entire community planning process.
- *The Community Needs Assessment Survey Guide* from Utah State University has all the tools a large team needs to complete an entire community survey in one evening.
- The Jewish Healthcare Foundation has sponsored a variety of environmental assessments including health and aging scans. Click [here](#) to get more information and request a copy.
- **Walk Score** measures the walkability of a specific street address on a scale of 0 to 100 based on proximity to basic amenities.
- **USDA Atlas of Rural and Small-Town America** provides county-level maps depicting economic and social conditions along four dimensions: people, jobs, agriculture, and county classifications.
- Funders may consider awarding a grant for the needs assessment research to a university with faculty expertise in aging issues or urban/regional planning, a regional planning organization, or a local non-profit with research capabilities.

Focus Groups:

Focus groups can help you generate new ideas, identify key issues or concerns, and gain insight into items from your quantitative review.

When the Memphis-based Plough Foundation became interested in supporting aging, they began by convening roundtables with representatives from local government, social service agencies, health care providers, and others, to explore aging on an issue-by-issue basis;

these conversations touched on crime, health, housing, and other topics. Plough then convened focus groups and smaller breakout groups composed only of older adults, to look at the same question through “an elderly lens.” Seven topics came up over and over again (caregiver support, transportation, meeting subsistence needs, home repairs, elder abuse, end-of-life directives, and the overriding issue, the importance of civic engagement), eventually informing a new focus and framework for the Foundation’s future grantmaking.

Resources and Examples

- [*Conducting Aging Well Focus Groups: Aging Well in Communities: A Toolkit for Planning, Engagement & Action*](#) from The Center for Civic Partnerships.
- [*Maine Statewide Assessment on Aging: Survey and Focus Group Research*](#) from the M4A Maine Association of Area Agencies on Aging provides a good case study and approach to a broad statewide planning process.
- [*The Utah Aging Initiative: Discovering and Identifying the Opportunities and Challenges of Our Aging Population: Statewide Focus Groups and Utah State Agencies Identify Concerns and Issues on the Impact of the Aging Baby Boom Generation*](#) from the Utah Department of Human Services represents another strong statewide approach to focus groups and statewide planning, which can be applied locally as needed.

Key Informant Interviews:

These one-on-one interviews can provide deeper insights on particular issues, give you good insight on needs, and educate you about connected services or opportunities for partnerships.

Resources and Examples

- The Maricopa Association of Governments, a grantee of Community AGEnda, published a list of [*10 questions used in key informant interviews*](#) for their Municipal Aging Services Project.
- A similar but more narrowly focused list comes from the [*Geauga Community Impact Homebound Seniors Task Force*](#). What are the top three needs for homebound seniors, what are the top three identified gaps in services, and what should a coordinated network of care look like?

- [*The NORC Blueprint: A Guide to Community Action*](#), from the United Hospital Fund, offers perspective on using key informant interviews to develop a program for a Naturally Occurring Retirement Community, as well as tips from the University of Illinois on [**structuring a successful key informant interview**](#).

Surveys:

Surveys can help you complete a comprehensive study of community needs, or can support a single issue or niche investigation. The baseline data a unique survey can provide about a community can also be an essential evaluation metric later in the process.

Resources and Examples

- [*The AdvantAge Initiative*](#) of the Visiting Nurse Service of New York provides a comprehensive survey of community-residing older adults, emphasizing the value of “consumer-derived information” focused on four key areas: basic needs for housing and security; maintenance of physical and mental health; independence for the frail, disabled, and homebound; and opportunities for social and civic engagement. User benefits: it can challenge organizational and individual assumptions; enable stakeholders to hear a range of community voices; engage citizens in a dialogue about aging issues; and build support for action plans.
- [**Vital Aging Network of Minnesota**](#) offers its [*Vital Communities Assessment*](#) for examining community resources to support successful aging.
- [**Aging Texas Well Community Assessment Tool**](#) examines areas including caregiving, community support, education, employment, financial, housing, legal, physical health, protection, recreation, transportation, and volunteerism.

Asset Mapping:

Asset mapping helps communities assess their resources then express them in a graphic format. Based on the work of the sociologists John Kretzmann and John L. McKnight, “[**asset-based community development**](#)” seeks sustainable development by finding the strengths rather than the weaknesses within communities, and mapping the capacities and skills rather than the needs.

When the Montgomery County Foundation in Pennsylvania set out to change community perceptions of the skills and experiences of people over the age of 55, asset mapping was a crucial first step. With a grant from The Atlantic Philanthropies, the foundation partnered with ***Coming of Age*** at The Intergenerational Center at Temple University to train older adults to conduct the mapping for its Civic Engagement Task Force: ***Learners to Leaders***. The result—a web-based ***Resource Directory***—was both a useful tool and a demonstration that older adults were a critical asset for the community.

Resources and Examples

- Creative Aging Pinellas (Florida) created a **database** to map local arts and aging assets as well as provide a service to both professionals and seniors.
- See more examples of community asset mapping in action at PolicyLink.info and in the ***Best Practices Brief*** from Outreach Partnerships at Michigan State University.



With community assessment data in hand, it's time to think about moving ahead. A useful next step can be bringing key community players or stakeholders together for a "summit" or forum to report on your assessment, identify gaps in research, clarify priorities, and build enthusiasm in the community. Participants can include government, health, and social service leaders, community thought leaders and influencers, and, of course, older adults. And don't forget to include other funders who could help sustain the project over time.



Resources and Examples

- Partners for Livable Communities' *Aging in Place Initiative* held a series of 12 regional *Aging in Place workshops* to identify the best programming approach for each community.
- *Reports From The Governor's Aging Policy Roundtables* offers insights from six meetings convened by North Carolina's Office of the Governor and her Advisory Council on Aging on long-term care, the economics of aging, health and aging, homes and neighborhoods, lifelong engagement, and safety.
- Center for Civic Partnerships offers a toolkit, *Aging Well in Communities*, with a *section* devoted to planning such public forums.

Some projects, particularly those emphasizing community planning or zoning, may feel ready to hold a community charrette, a formal collaborative design session.

- *Lifelong Communities: A Regional Guide to Growth and Longevity* describes the nine-day charrette sponsored by the Atlanta Regional Commission for its Lifelong Communities Initiative.
- The *National Charrette Institute* can provide consulting and support to communities seeking to develop a charrette of their own. Their site also provides a variety of descriptive and other resources to help explain the process to funders and other stakeholders, which they describe as "a breakthrough planning tool for community transformation."

After presenting and discussing the information generated during your assessment activities, you will need to identify the priority areas on which you want to focus. Will it be a single issue or multiple ones? What geographic area will your work encompass? You may task workgroups to do further research on the topic areas chosen (see “5. Learn about your key issue areas” below) and then to identify programs or other responses. Ultimately, these ideas can be formed into a strategy that helps your community make helpful steps toward becoming more age-friendly.

With plans in place, the next step is implementing them. Built from the priority setting noted above, an action plan will help you set and track timelines, milestones, and progress; assign and clarify partner responsibilities; and, importantly, establish accepted metrics for success. While the plans and resources below may provide helpful guides, it is likely that each community will proceed differently, based on the resources and opportunities at hand.



Resources and Examples

- [*Planning for the Next 100 Years: The Maricopa Association of Governments Municipal Aging Services Project Toolkit*](#), which includes Best Practice Highlights.
- [*Growing Older in Clark County: Making Clark County a better place to grow up and grow old*](#) offers a comprehensive resource with specific examples and planning resources from the Clark County (Washington) Aging Readiness Task Force.
- Jefferson County in Central Virginia developed a comprehensive [*2020 Plan for Aging*](#) in Community, which provides a useful model.
- [*Design Guidelines for a Lifespan Community*](#) from the Center on Aging and Community from Indiana University provides an approach to addressing a variety of community responses to creating a place that is good for people of all ages.
- [*Project 2030*](#) was the result of a special project of the State of Minnesota coordinated by its Department of Human Services between 1997 and 2002. Its purpose was to identify the demographic realities of the aging of Minnesota’s population and prepare the state’s response to the Boomer generation that begins turning 85 in 2030. [*Transform 2010*](#) represents a follow-up report, based on subsequent research and planning in 2006.

Depending on your plan, you will likely focus on no more than a handful of projects. As you consider various directions, it will be helpful to get a deeper understanding of the issues involved, whether they relate to housing, health, transportation, civic engagement, or economic issues. You may need to expand your team to gather this expertise into your work, and you will certainly want to review best practices and what similar efforts are afoot around these issues in other places across the country.



Resources and Examples

- The Grantmakers In Aging website has two sections with background information on key issues related to funding in aging. Its [Issues Area](#) includes topics from education to arts and culture and senior hunger to diverse elders. Its [For All Ages: Guide to Funding Across the Lifespan](#) also has a wealth of resources on the spectrum of topics that can be funded through an age-friendly community initiative.
- The [AARP Livable Communities](#) website helpfully organizes a variety of these kinds of information resources, offering research and other materials on housing, transportation and mobility, land use, health, well-being, and much more.
- The American Society on Aging's [Education section](#) on its site covers a similar array of issues and can provide research and news on caregiving, mental health, creativity, and more.

In a multidisciplinary field such as age-friendly community development, the more partnerships, the merrier (and more sustainable). Deeper community engagement and broader strategic and funding partnerships contribute both to a strong start for an initiative and improved long-term viability. Stakeholders and funders may have different but equally important contributions to make in the program's sustainability, so it is wise to consider these partnerships and nurture them from the very beginning if possible. Don't overlook the potential of corporate funders, local businesses, government agencies, community foundations, academic partners, and many others. Strategic partnerships can include other organizations in your community that can contribute in-kind services, activate residents, or even provide volunteer or subsidized staff support.



Resources and Examples

- John Feather, Grantmakers In Aging CEO, provides a helpful [PowerPoint introduction to grantseeking](#) on GIA's Web site.
- Read about the work of [The EngAGEment Initiative](#) from Grantmakers In Aging, which worked to bring new awareness of aging issues to regional associations of grantmakers.
- Community Partnerships for Older Adults from the Robert Wood Johnson Foundation offers a [whole section on partnership development](#), written by Mike Winer of 4Results Together.
- [Changing Your Grantmaking Lens: Aging as an Asset](#) is a useful publication from the National Center for Family Philanthropy. On page 13 of the PDF, check out the “Worksheet: Your Foundation Doesn’t Fund In Aging? Think Again ...”
- [Grantwriting and Fundraising in the Field of Aging](#), from the University of Southern California’s Information Services Division, is a nice primer for those looking to raise dollars from traditional aging funders and sources.

- The *Partners and Funders* page at the American Society on Aging offers a good list of those grantmakers and other national organizations active in the aging field.
- The Foundation Center's [database of funders](#) and the *Finding Funders* webinar at GrantSpace are excellent resources to help you both discover possible supporters for your work and plan how best to approach them.
- Take a look at [federal funding opportunities](#) at Grants.gov to explore public funding sources.



The multifaceted nature of building age-friendly communities puts a premium on robust communications. Stakeholders from throughout the community must be engaged and re-engaged to sustain momentum. Building political will to support needed public investments in the work is critical. And publicizing the work broadly can build an effort's credibility and generate excitement that draws in new supporters and even new funding.



Resources and Examples

- The comprehensive toolkit, *Creating an Age-Friendly NYC One Neighborhood at a Time: A Toolkit for Establishing an Aging Improvement District in Your Community* from the New York Academy of Medicine and Age-Friendly NYC, has an excellent chapter on communications, called “Success Breeds Success—Publicize and Celebrate Victories,” as well as sections on how to engage a whole range of stakeholders.
- The *Intergenerational Community Building: Resource Guide* from Communities for All Ages has good ideas about messaging and recruiting a variety of stakeholders onto your team.
- The Center for Aging and Community at Indiana University, in collaboration with the AdvantAGE Initiative, developed a *Communications Toolkit* that describes a broad range of ideas about how to promote various issues related to an age-friendly community.
- Spitfire Strategies, a consulting firm in Washington, DC, offers the *Smart Chart 3.0*, which is an excellent tool to help nonprofit organizations and community initiatives develop an effective communications plan.

Measuring age-friendliness is an important but elusive goal. In order to be able to assess your success, therefore, it is important to define proxy measures that enable you to demonstrate progress toward making your community more age-friendly. Of course, the work is multifactorial and differentiating between broad, system-wide change and a more discrete measure of project-based success will be critical. If you have developed baseline measures as part of an initial community assessment (e.g., through the use of the AdvantAGE Initiative survey), repeating all or part of that assessment can help you understand what has changed and what hasn't since you began your efforts.



Resources and Examples

- Measuring relative levels of age-friendliness can be difficult because of limited and varying metrics, but a recent ranking from the [Milken Institute Best Cities for Successful Aging](#) makes a notable attempt. It measures and ranks the performance of 359 U.S. metropolitan areas in promoting and enabling successful aging, examining 78 factors that most affect seniors' quality of life, including health care, crime rates, weather, economic and job conditions, housing, transportation, and social engagement. The Index includes two sets of overall rankings: one for the 100 most populous metropolitan areas and another for the next 259 medium and smaller cities.
- [Livable Community Indicators for Sustainable Aging in Place](#), from the Stanford Center on Longevity and the MetLife Mature Market Institute, sets out assessment measures, along a variety of community dimensions, each correlated to data sources readily available to funders and local governments.
- [The Use of Outcome Measurement by Providers Serving Older Adults in Marin County](#), from the Marin County Foundation describes a mixed methods assessment process that "established a foundation to understand the practices and capacities of service providers, conducting an outcome evaluation and providing recommendations for both service providers and funders."
- [Niagara Age-Friendly Community Initiative: Year 1 Evaluation Report](#) from the Niagara Planning and Research Council summarizes goals and achievements of the project, and provides recommendations for future actions, based on lessons learned from the pilot year activity. A good example of an interim assessment to guide ongoing efforts.
- [NORC Blueprint: A Guide to Community Action](#) offers a [Process Evaluation Planning Checklist](#).

GETTING MORE HELP

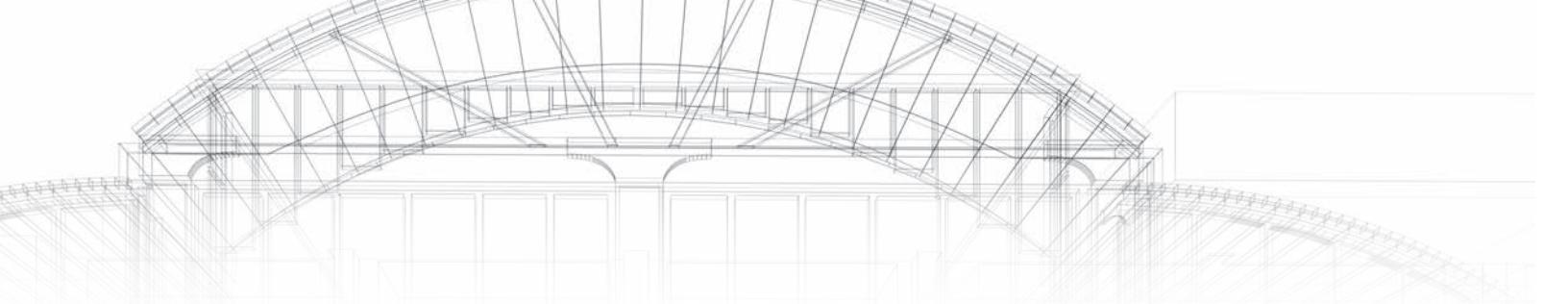
We offer Aging Power Tools as a starting point, but we also encourage leaders to review other very helpful online resources. In particular:

- [AARP's Livable Communities database](#), which boasts a wealth of research on key topic areas, community improvement plans, policies, and model ordinances.
- [Age-Friendly World](#) from the International Federation on Aging and the World Health Organization (WHO), which provides a portal into the global movement to make cities and communities more age-friendly.
- The [Community Commons website](#) is an initiative of Advancing the Movement, and powered by Institute for People, Place and Possibilities (IP3). It maps a whole range of livable community initiatives around the country and offers a blog and several groups to join on topics such as Campus-Community connections and Food Policy and Access.
- Sponsored by Philips, the Creating Healthy, Livable Cities group on LinkedIn offers a way to connect to more than 4,000 people and resources around the world interested in transforming urban and other areas.
- OpenIdeo is a collaborative, open innovation platform dedicated to promoting new ideas that promote social good. It proposes broad questions, such as, [“How might we inspire and enable communities to take more initiative in making their local environments better?”](#) There are creative responses from around the globe, some of which could be adapted in this country.

BEYOND TOOLS AND MATERIALS

While there is an abundance of materials available to help you move your age-friendly community project forward, expert support may also be helpful. A number of the key organizations and networks provide support, training, and technical assistance on various aspects of this complex work. These include:

- **Age-Friendly Cities Strategic Assistance at the New York Academy of Medicine**
Building on its experience developing Age-friendly New York City and its role as the World Health Organization Collaborating Center on Aging, Globalization and Urbanization, the New York Academy of Medicine (NYAM) advises cities around the country and world on becoming more age-friendly. NYAM has expertise in the process of engaging all sectors of the city in developing age-friendly initiatives and has customized tools in specific areas of focus (e.g. transportation, retail business, employment, cultural institutions). Staff have advised cities including: Chicago, Washington D.C. and Philadelphia in the U.S. and Edmonton, Canada, Manchester, United Kingdom and Seoul, South Korea. For more information, contact Ruth Finkelstein at RFinkelstein@nyam.org and Dorian Block at dblock@nyam.org.



- **AdvantAge Initiative**

Since 2000, the Visiting Nurse Service of New York has sponsored the AdvantAge Initiative that has worked with communities across the country to help them become more elder-friendly. The centerpiece of this support is a survey (conducted either by telephone or online) of older people, which enables a city, town, or neighborhood to get a sense of where it stands along four domains and 32 indicators of elder-friendliness. A community engagement process and technical assistance to identify community priorities and move from data to action are also part of the AdvantAge Initiative. For more information, contact Mia Oberlink at: Mia.Oberlink@vnsny.org.

- **Communities for All Ages**

Developed by the Center for Intergenerational Learning at Temple University, this project works with sites around the country to look at community development through a deliberately multigenerational lens. In addition to a number of tools noted here, CFAA also offers support to communities on a contract or grant basis. For more information, contact Nancy Henkin at: nancyh@temple.edu.

- **AARP state offices**

While AARP has been actively involved in promoting Livable Communities for several years, recently it also became a U.S. affiliate of the World Health Organization's Global Network of Age-Friendly Cities and Communities and began supporting communities in seven states (Georgia, Iowa, Kansas, Michigan, Pennsylvania, New York, and Oregon) and the District of Columbia in their efforts to join the WHO network and become more age-friendly. While communities can join the WHO network on their own, and New York City and Portland, Oregon did so before the AARP program formally launched, joining through AARP offers additional support, resources, contacts, and organization. In 2013, AARP anticipates their participation with the WHO will rise to at least 20 communities in 15 states. For more information, contact Amy Silverstein-Levner, Manager of Home and Family at: ALevner@aarp.org.

- **Partners for Livable Communities**

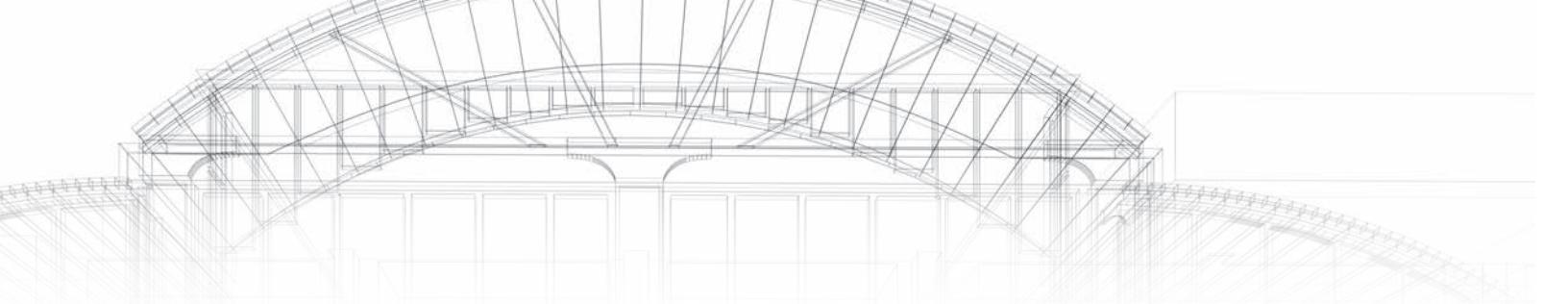
Over the past decade, Partners' Aging in Place Initiative has helped communities retrofit their services, infrastructure, and attitudes to help older adults age in their homes and neighborhoods. Their methods include demonstration programs, forums, surveys, and publications. Beginning in 2012, through its MetLife City Leaders Institute, Partners began helping teams of local leaders identify and tackle a single issue that is, by design, narrow enough to allow progress within eighteen months, building a sense of confidence and success. Partners also offers fee-based technical assistance to communities that want to accelerate their progress toward livability using strategic planning and dialogue. For more information, contact: [Penny Cuff at pcuff@livable.org](mailto:pcuff@livable.org).

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- In Kansas City: the WJ Brace Charitable Trust.
- In Miami: Health Foundation of South Florida, AARP Florida, HSBC.
- And in Maricopa County, Arizona: Sun Health; Duet; Benevilla; the City of Phoenix; the Tempe Community Council; the Area Agency on Aging; Chicanos por la Causa, and Virginia G. Piper Charitable Trust.

The Community AGEnda staff is led by John Feather, PhD, CEO of Grantmakers In Aging, with Consultant and Project Manager Marilyn Stein LeFeber and Evaluation Consultant Jenny Campbell, PhD, as well as John Beilenson, President of SCP. SCP staff Connie Hofmann, Elliott Sparkman Walker, Bill Harris, Jack Croft, and Jacqui Valente have also contributed to the project.

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This report was prepared for Grantmakers In Aging by Strategic Communications and Planning (SCP). For more information, please visit aboutscp.com.



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