MASSACHUSETTS AS A MODEL FOR HEALTHY AGING

September 27, 2010
Boston, MA
Ingredients of Healthy Aging

Healthy Aging
Seniors will ....

- Lead meaningful lives
- Be socially engaged
- Be pro-active about health
- Be physically active
- Feel safe and secure
- Have good diets

And….Communities will support older adults to achieve these goals
Enthusiasm from December 2009 meeting

- 300+ in attendance
- Wide range of agencies and interests
- Tufts Health Plan Foundation extended its support for HA:
  - A Steering Committee
  - Second Forum and Issue Brief
Steering Committee

**Composition:**
- State agency staff
- Health and aging services providers
- Advocates
- Researchers/academics

**Conveners:** THPF & Brandeis
Steering Committee Meetings

March - Ideas about key elements of a HA strategy

May - Ideas for actions on elements

June - Decided on Core & Cross-cutting elements & to have subcommittees & Forum speakers for Core

- **Core elements**: Evidence-based programs, Public awareness, and Healthy Aging communities

- **Cross-cutting elements**: Systems linkages, Older adult engagement, Evaluation, and Leadership

Sept (by phone) - Discuss subcommittees, Forum & next steps
Issue Brief

- Summarizes the work and the discussions
- All ideas included
- No decisions yet on a coordinated strategy
- No decisions yet on the details
Organizational Structure

Healthy Aging Steering Committee

- Public Awareness Subcommittee
- Healthy Aging Communities Subcommittee
- Healthy Aging Programs Subcommittee
General Purposes of Subcommittees

• Develop plans for strengthening HA programming in the area
• Account for the related work by state and local government, providers, advocates, & others
• Interface with the other sub-committees
• Address systems linkages, evaluation, older adult engagement, & leadership
• Be politically & financially feasible & sustainable
Healthy Aging Programs Subcommittee

- Disseminate HA programs statewide
- Increase outreach to all groups
- Sustain funding
- Ensure fidelity
Public Awareness Subcommittee

• Improve images of older adults
• Raise awareness of benefits of physical activity and social involvement
• Integrate public awareness campaigns with programs, services and activities being offered
• Consider a broad range of traditional and alternate media
HA Communities Subcommittee

- Build a blueprint for a community that supports HA
- Develop plans for pilot projects that build HA into the fabric of local communities
- Create a plan to select pilot cities and towns
- Include a list of potential project partners