

## ♥ RESPECT AND SOCIAL INCLUSION

### WE ENVISION...

...A city where older adults and their needs are valued and heard by both the public and private sectors.

### WE HEARD...

- Ageism and respect for older adults is a concern in Boston.
- 40% of economically-insecure survey respondents do not believe older residents are treated respectfully.
- Older Boston residents have concerns about fraud and abuse.
- Older adults identified fraud and exploitation concerns related to aging in the city.



### WE HEARD:

***“I recommend a city-wide campaign for greater sensitivity of seniors and people with disabilities in the city.”***

- BOSTON RESIDENT

***“I would like to see day programs and drop in activities, especially for seniors with memory impairment with services to support those who care for them.”***

- BOSTON RESIDENT

***“I feel we need to reach out to LGBT seniors and make spaces for them.”***

- BOSTON RESIDENT

## WE ARE...

### Utilizing the Skills, Knowledge and Talent of Older Adults

The City's multiple planning processes over the past two years have been an opportunity for Boston's older adults to share their thoughts, ideas and expertise. Boston has actively encouraged the participation of older adults during the community process. In addition, the Commission hosts the Mayor's Senior Advisory Council, a group of seniors from across Boston tasked with advising the Commission on aging issues and providing ongoing guidance and input. Advisory Council members partner with the Commission during their Older Americans Title III grant making process, assisting with grant award decisions for neighborhood aging services by serving as grant readers. The Commission brought different ages together through the intergenerational raised bed garden project at the Codman Square library. As part of the Age-Friendly Initiative, Boston's older adults were highlighted through the "Celebrating Boston Senior's Age-Friendly Boston" photo and video displays. The photos were displayed in the Mayor's Neighborhood Gallery in Boston City Hall and are now on display at the AARP Massachusetts office.

## WE WILL...

### Recommendation #1:

Support age-friendly customer service.

- **Ⓧ Action Item A:** We will explore the creation of an "Age-Friendly/Dementia-Friendly Business Designation" in Main Streets districts. We will study best practices from programs from other initiatives as well as past experience with "Elder-Friendly Business Districts."
- **Ⓧ Action Item B:** We will develop front-facing training for City staff that will educate employees on the unique needs of older adults, including those with dementia, taking into account cultural and language diversity. The training will help empower City employees in their interactions with older adults, and help older adults receive improved service at City Hall.

#### KEYWORDS:

#### DEMENTIA-FRIENDLY BUSINESS

**DESIGNATION:** To receive designation, a business or organization commits to the following: Complete DFC training for management and 50% of their front-line employees. Designate a team leader to be liaison between their organization and the DFC task force

- Be open to discussions regarding environment changes (e.g. lighting, signage, layout, etc.)
- Be willing to share DFC training materials with any new hires and all employees that did not attend training
- Undergo an on-site visit/follow-up training on an annual basis to recertify its dementia friendly status

### Recommendation #2:

Address *ageism* through public education.

- **Action Item A:** Using the Frameworks Institute's Gaining Momentum Communication Toolkit, we will develop a campaign targeting ageism and seek funding and partners to implement it.
- **Action Item B:** We will create recognition awards for older adults who have contributed to the community and publicize their contributions through Seniority Magazine and other avenues.

### Recommendation #3:

Promote inclusive programs and services for older adults.

- **Action Item A:** We will host trainings for Boston area public and private housing staff targeting managers, resident service coordinators, and other on-site staff, on managing dementia-related behaviors.
- **Action Item B:** We will encourage and facilitate administration of a Lesbian, Gay, Bisexual, Transgender (LGBT) awareness training for senior housing providers in Boston

#### KEYWORDS:

**AGEISM**, defined by the Framework's Institute, "is discrimination against older people due to negative and inaccurate stereotypes."