

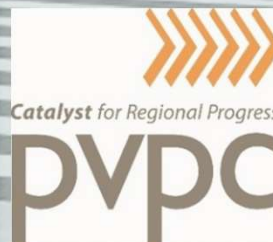
Age & Dementia Friendly Hadley

Communication, Information, & Social Participation

December 15, 2021 – 11am -12:30 pm

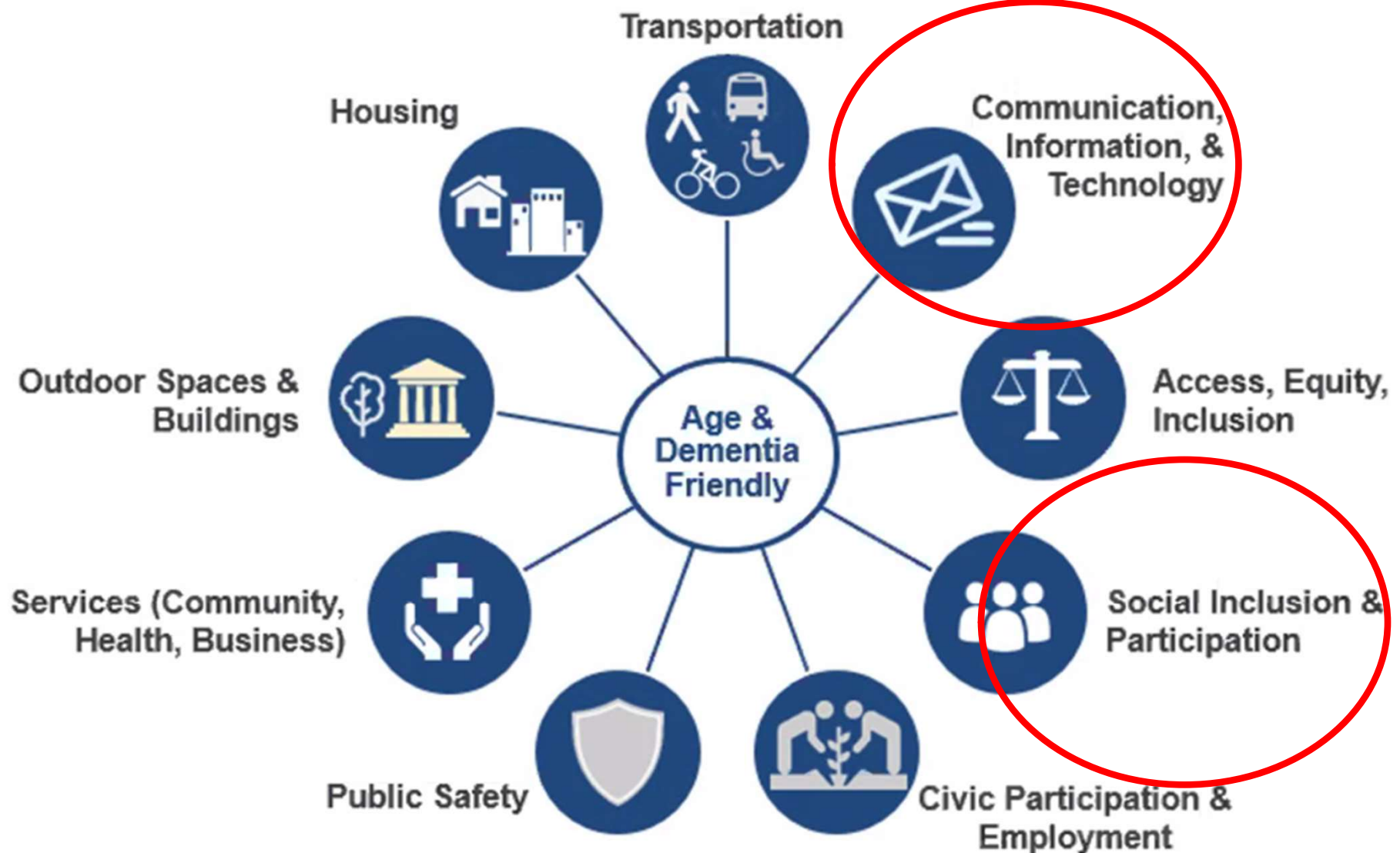


TUFTS
Health Plan
FOUNDATION



Town of
HADLEY
Massachusetts

Domains of an Age & Dementia Friendly Community



Community Profile Data

(Mass Healthy Aging Collaborative – 2013-16 ACS data)

- ▶ **31.8%** of population or 1,700 people are over 60 in Hadley (21.2% in MA)
- ▶ **22.6%** or 1,204 people are **over 65** (only 15.1% over 65 in MA)
- ▶ **35.9%** of people over 65 **live alone** (30.2% MA)
- ▶ **25.3%** of people over 65 are **veterans** (18.8% MA)
- ▶ **13.3%** or approx. 160 people over 65 have been diagnosed with **Alzheimer's or related dementias**
- ▶ **93.7%** of people over 65 in Hadley are White, 1.6% Black or African American, 3.1% Asian, 1.3% Hispanic/Latino 1.7% Other

Social Participation and Inclusion

- Opportunities to **engage and socialize** with peers and with younger people
- Activities for **all ages, fitness and ability levels**
- Social and recreational programs for the whole community are **accessible** to people of all ages
- **Access to Technology** for Social Participation
- Programs that promote **ethnic and cultural** diversity
- **Multigenerational** interaction and dialogue
- Meetings in **locations and at times** that are convenient for older adults, and **supportive** of people with hearing or visual impairments
- Members of **boards and committees** reflect the population of the community



Social Inclusion & Participation for people living with dementia

- **Memory Cafes** – Opportunities to socialize for people with dementia and care partners
- **Support groups** for caregivers and people with dementia
- **Memory Kits** and programs at the library, staff trained on how to work with people with dementia
- **Purple Tables** – Restaurants that have special hours for people with dementia and their caregivers – could include all older adults
- **Community Awareness** – How to recognize the signs of dementia, where to get an evaluation



Healthy Aging For All

A GUIDE FOR PROMOTING INCLUSION IN
AGE- AND DEMENTIA-FRIENDLY COMMUNITIES



Why Inclusion Matters

(from Healthy Aging for All Toolkit)

- ▶ **Race/Ethnicity** – Residents who encounter racism-related barriers to accessing health care are less likely to use it
- ▶ **Age** – Combat Agism, consider contributions to the community from people of all ages
- ▶ **Behavioral Health** – Three out of every 10 older MA residents have been diagnosed with depression
- ▶ **Country of Origin** – People have different cultural views, may impact health and wellness
- ▶ **Dementia** – Estimated that 150,000 people in MA will be living with dementia by 2025
- ▶ **Disability** – Individuals who live with mobility, vision, hearing limitations. Focus on ADA accessibility as it relates to diverse populations.

Why Inclusion Matters (cont.)

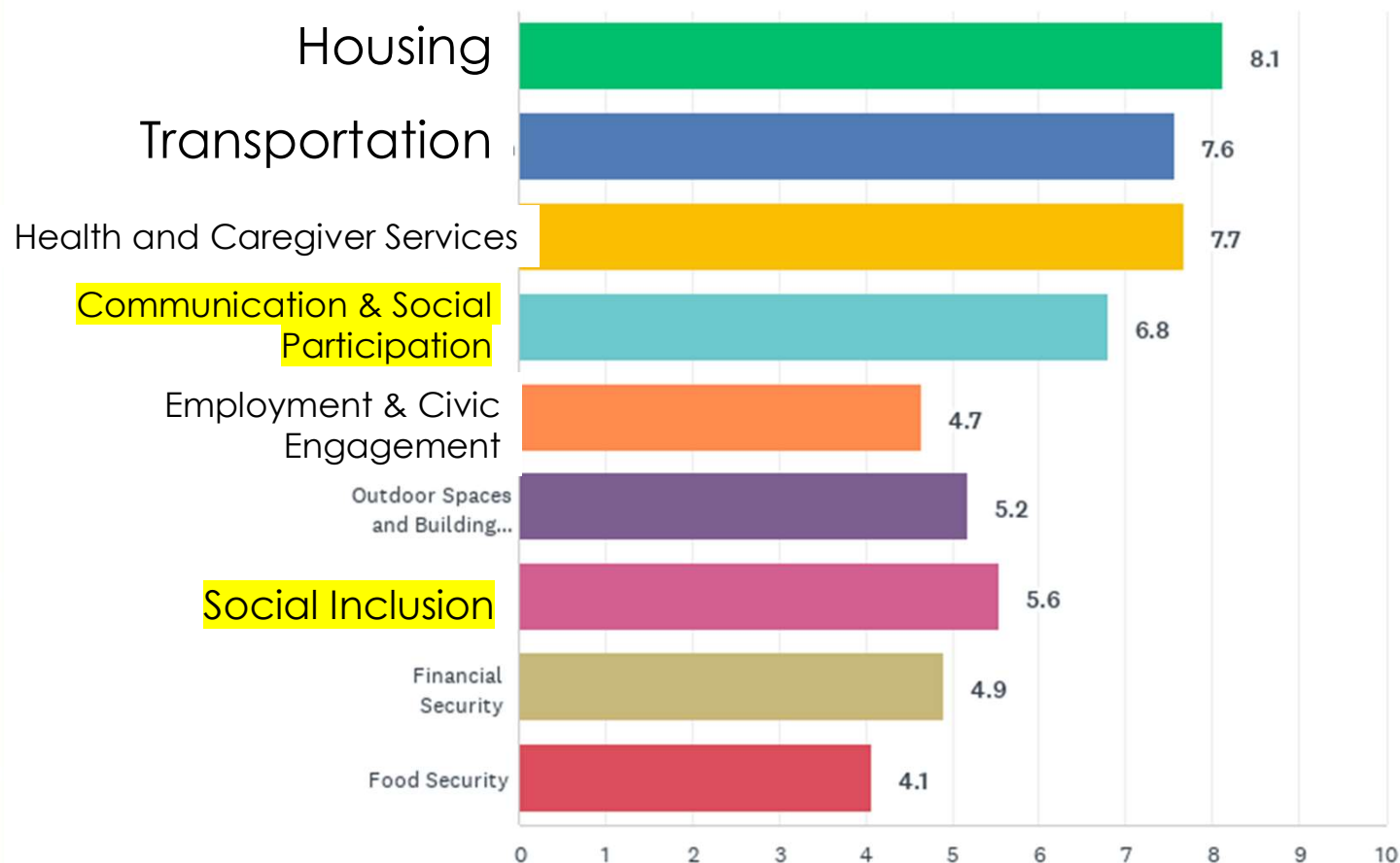
- ▶ **Economic Security** – MA ranks 49th in economic security for older adults due to cost of housing and health care. Consider access to healthy food.
- ▶ **Gender** – Gender discrimination persists
- ▶ **Geographic Area** – Consider residents in all parts of the community
- ▶ **Language** – Individuals with limited English proficiency are less likely to have a source of care, report lower self-rated health, and report feeling sad most of the time. Consider literacy and health literacy.
- ▶ **LGBTQIA** – Approximately 20% of LGBTQIA people avoid medical care out of fear of discrimination and are twice as likely to live alone.

Why Inclusion Matters (cont.)

- ▶ **Religion** – Faith influences how people receive health and wellness information. People involved in faith communities help maintain social connections.
- ▶ **Residential Setting** – Consider people living in assisted living, public housing, receiving in-home care, and who are currently or may become homeless.
- ▶ **Substance Use Disorder** – More than 6% of residents over 65 have some form of substance use disorder.
- ▶ **Veterans** – Every community has a veteran's agent. Issues can include PTSD, food insecurity, mental health issues.

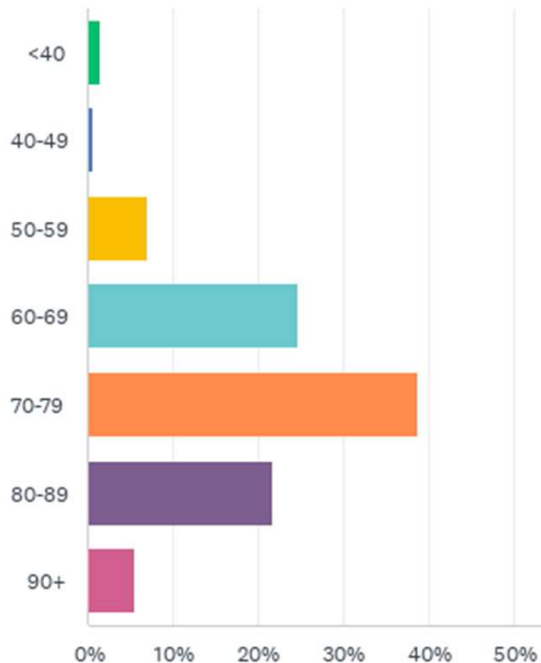
Survey – Areas of focus

Q14 Which of the following areas are most important for Hadley to focus on in the next five years to make the town a more livable community for older adults? Please rank the top 3 priorities (with numbers 1, 2, 3)

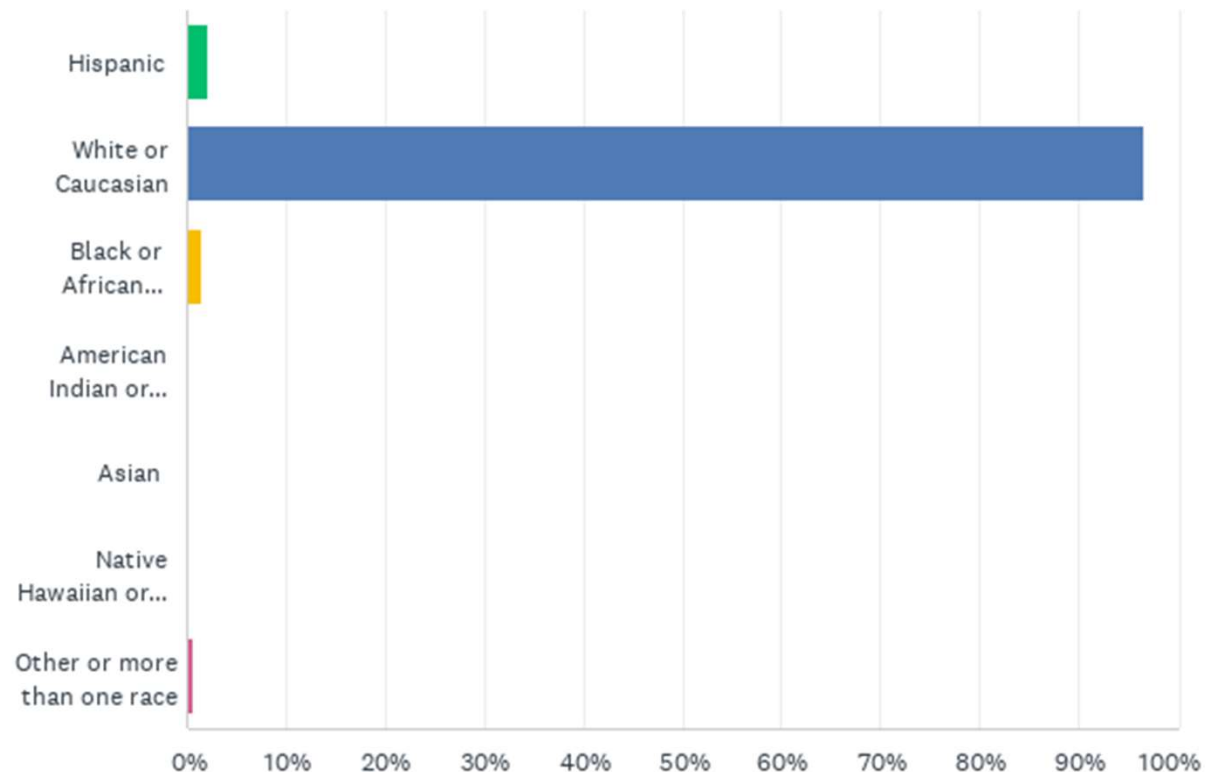


Livable Community Survey Responses (145 responses to date)

Q1 What is your age?

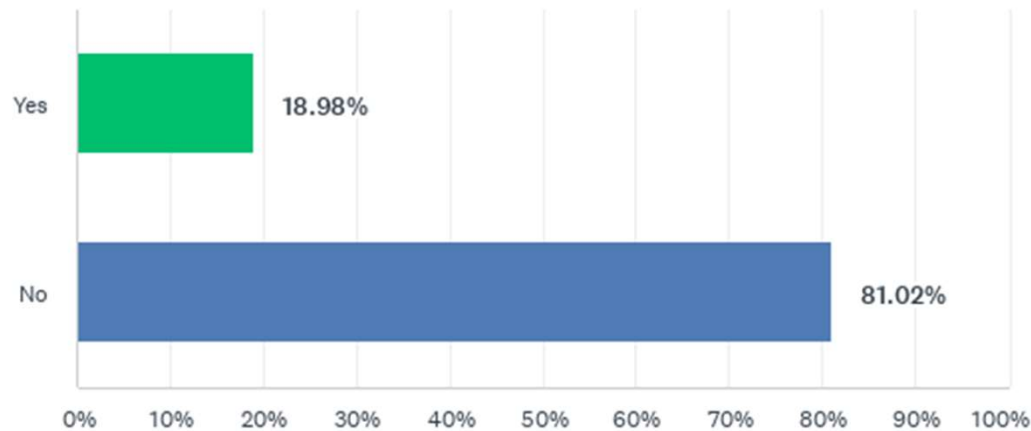


Q3 What is your race or ethnicity? (check all that apply)



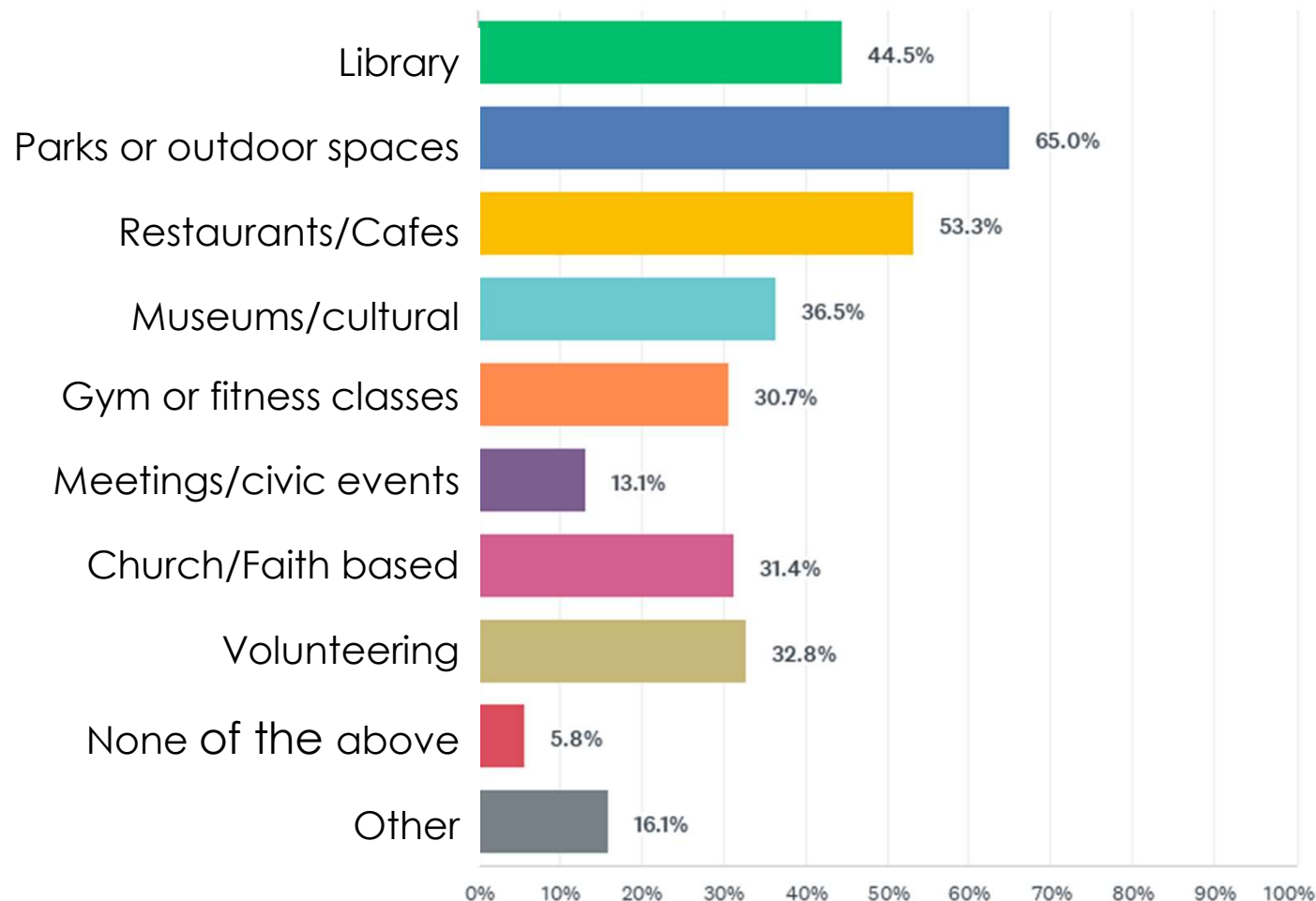
Impairments that limit ability to participate

Q24 Do you have an impairment or condition that limits your ability to participate in your community?



How do you spend free time?

Q39 Other than the Hadley Senior Center (and assuming these places will be fully open in the coming year), where do you like to spend your free time? (check all that apply)

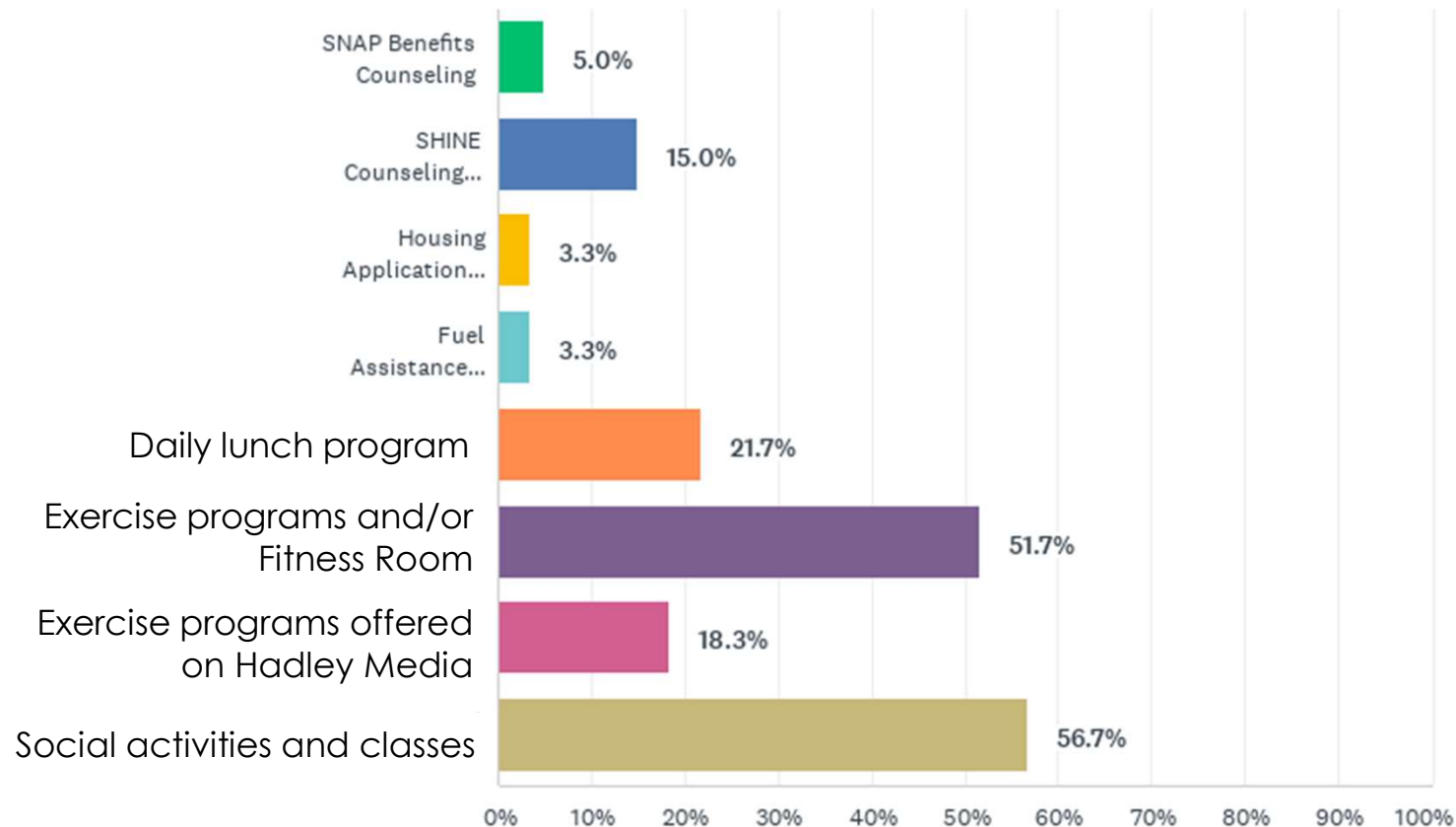


Other activity responses:

- ▶ Day trips with family
- ▶ I don't like to use outdoor spaces by myself
- ▶ Theater, movies, arts, performances
- ▶ Stay home (3)
- ▶ Not able to participate due to **caregiver status (3)**
- ▶ Would volunteer if **memory** wasn't an issue
- ▶ Friends/family
- ▶ Walking/jogging
- ▶ **Social organizations**
- ▶ I have gone out to the Amherst Cinema twice and would like to go more often. I have gone out to a community concert in Amherst. I go out on the bike path a lot in the better weather. I **wish there were more van transportation** that was easier to access

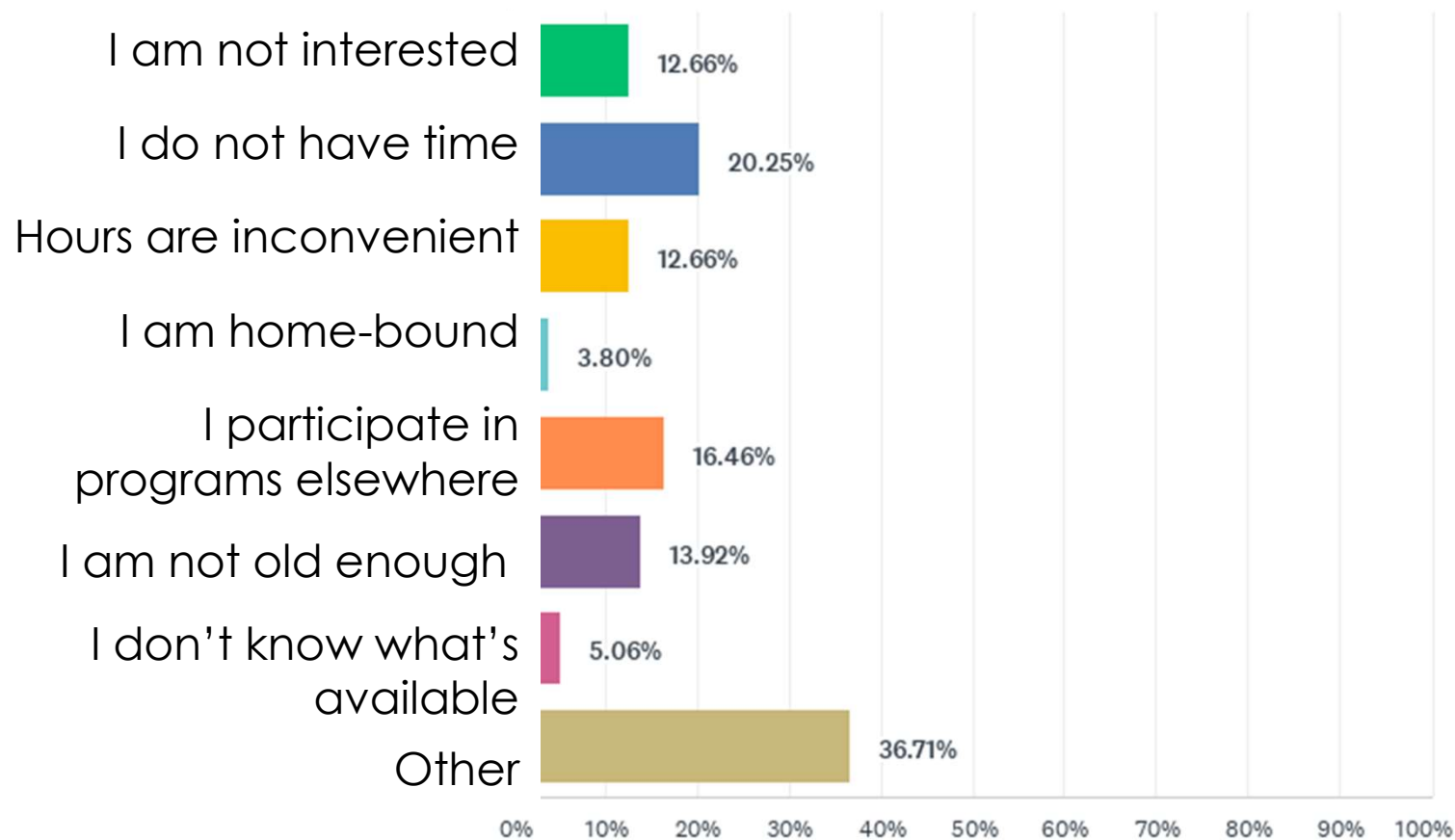
Senior Center Programs

Q35 Which of the following programs or services did you access in the last 12 months?
(check all that apply)



Reasons for not using Senior Center

Q36 If you have never used the programs or services offered by the Hadley Senior Center, what is the main reason? (check all that apply)



Additional responses for why people don't use the Senior Center

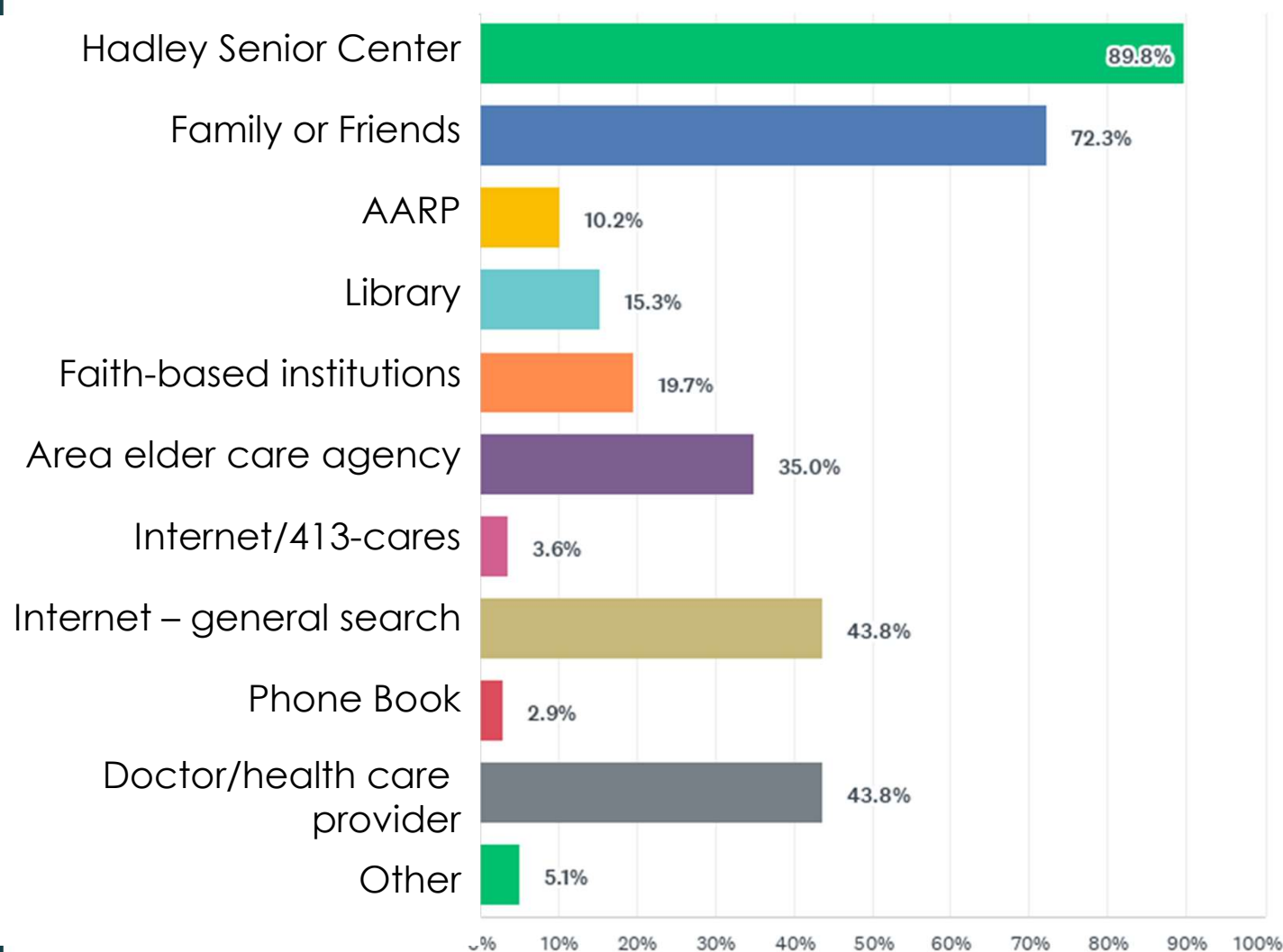
- ▶ **COVID** – uncomfortable wearing a mask, did not access during the pandemic, thinks there should be a vaccine mandate
- ▶ Nothing offered interests me – need **more art programs, games, chat groups**
- ▶ **Transportation** is unavailable or erratic; hard to get there.
- ▶ I have **no one to care for my husband** (2 – another has a husband with Alzheimer's who needs 24-hr care)
- ▶ Programs geared toward people who are not in as good physical shape [want **more programs for Active older adults**]
- ▶ Senior Center seems “**cliquey**”
- ▶ **Don't know what's available**
- ▶ **Scheduling** – I work during the day. Evening programs would be great for younger seniors who are still working
- ▶ I am **deaf** and issue is communication – I use sign language

Communication, Information & Technology

- Access to **technology** – connectivity, equipment, and knowledge of how to use it; cybersecurity
- **Formats for all users** – Newsletters, phone, websites, social media
 - Larger type for **visually impaired**
 - Equipment for **hearing impaired**, and language translation
- **Translation** of materials to encourage participation by all residents

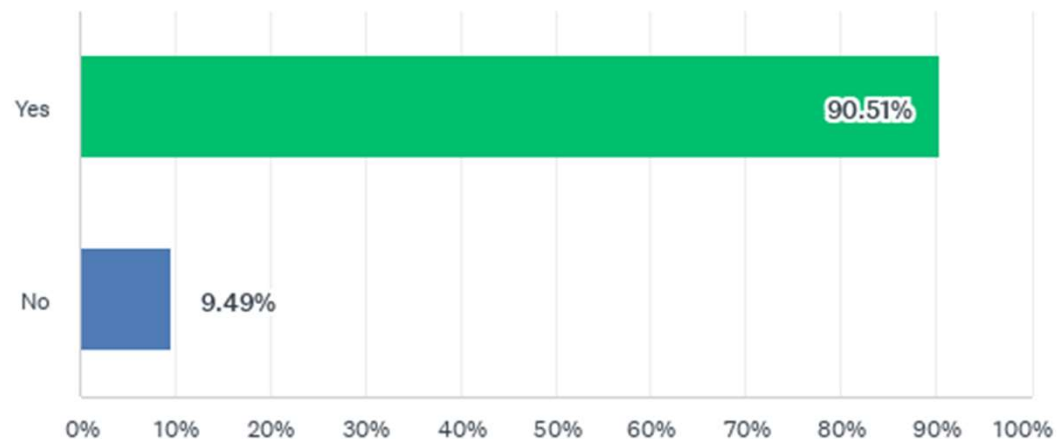


Q31 Which of the following resources would you go to if you needed information for services for older adults such as caregiving services, home-delivered meals, medical transport or social activities? (check all that apply)



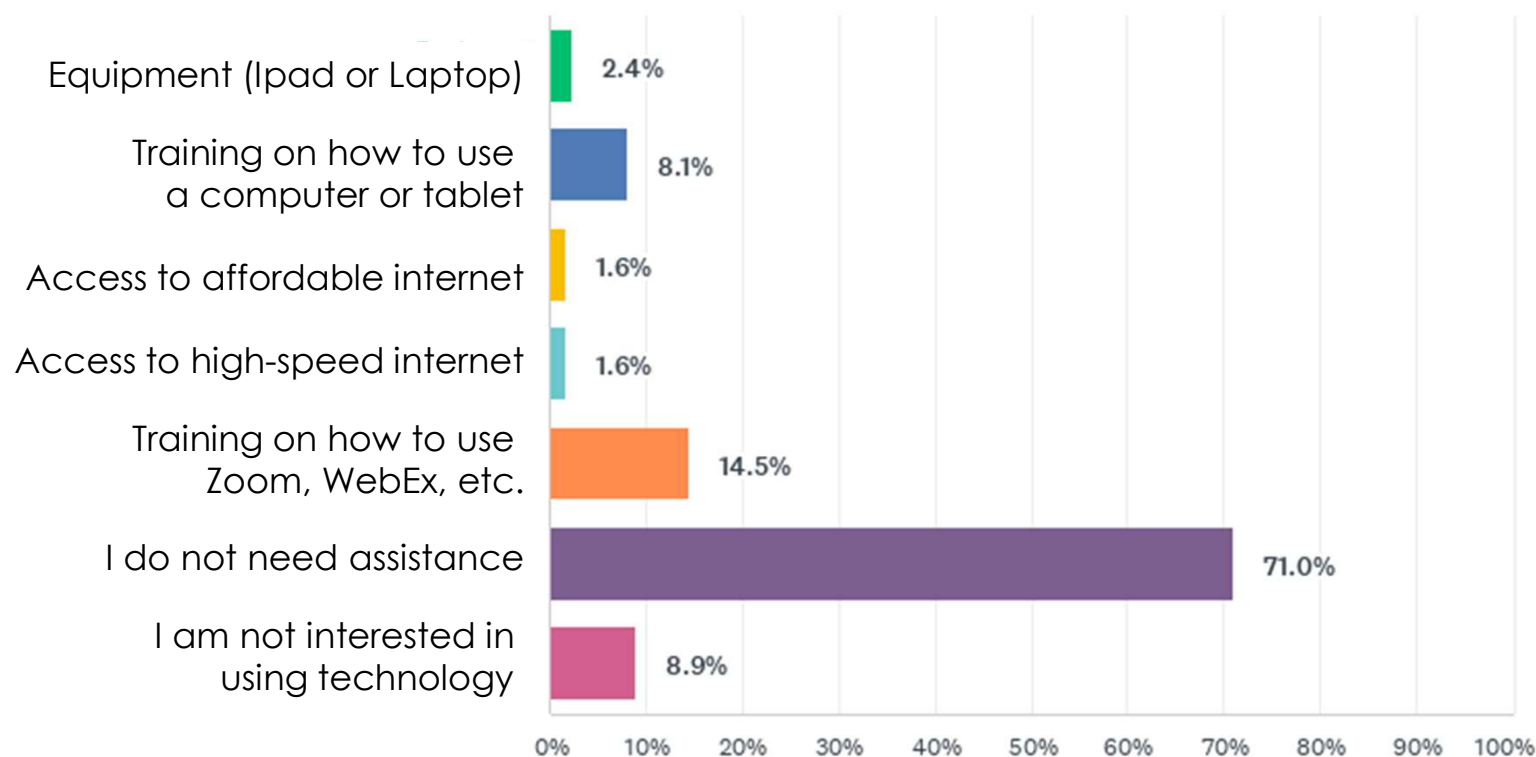
Level of comfort using technology

Q32 Are you comfortable using a computer, tablet or smart phone?



Assistance with Technology

Q33 Do you need assistance in accessing any of the following in order to use technology to access basic information or to attend programs online? (check all that apply)



Existing Plans and Reports:

From 2017 Master Plan:

Social Opportunities

- ▶ Expand adult education opportunities
 - Preserving/protecting historic and scenic landscape could become an opportunity for participation and education

Communication & Technology

Assets:

- ▶ Town recreational programs are listed on local community access TV, monthly newsletter, on Hadley website, and on flyers at town hall

Recommendations:

- ▶ Explore feasibility of municipal broadband

Social Inclusion & Participation Assets

- ▶ Senior Center – fitness programming, films w Q&A
- ▶ Library – Book group, film noir on Fridays
- ▶ Accessible meeting room in new Safety Complex
- ▶ Parks: Bike path good for all abilities
- ▶ Restaurants & retail stores
- ▶ Proximity to Amherst & Northampton (cultural venues, universities, museums, restaurants, parks)
- ▶ Committee on Equity and Inclusion
- ▶ 5-College Learning in Retirement program
- ▶ Highland Valley – does meals, some respite opportunities
- ▶ Day care facilities for respite - private
- ▶ Town has a Community Events calendar on the Town website, COA has a calendar of programs and event
- ▶ Hadley Learns – Community learning – Zoom and in person programming in collaboration with schools and library
 - ▶ Share a resource – book, podcast, meeting – followed by a Zoom meeting or in person once a month
 - ▶ 4-part program for seniors (in person) in summer of 2020 about social unrest – participants stayed involved

Social Inclusion & Participation Challenges/Opportunities

- ▶ Respite care needed for caretakers
- ▶ Transportation to other communities – additional van transportation
- ▶ Interest in programming in evenings
- ▶ More programs for active, younger older adults
- ▶ Programs for people with Dementia and their care partners
- ▶ Partner with faith organizations and other networks that may include non-English speakers to determine translation & interpretation needs
- ▶ Involve people with dementia, people with disabilities, veterans, etc. in planning social programming
- ▶ Difficult to collaborate on programs with other departments
- ▶ Intergenerational programming – day cares & seniors
 - ▶ Difficult to do programs with schools
- ▶ Foster Grandparent program – older adults meet with kids in schools

Social participation (cont)

- ▶ Programs for people with dementia and their care partners
 - ▶ Men's breakfast, monthly birthday socials work for people with dementia
- ▶ Memory café model
 - ▶ Music programs
- ▶ Respite Care – Home care (private) – difficult to find programs or respite services; could be overnight care in a nursing home, help from a friend – needs depend on where someone is on the spectrum
 - ▶ Difficult to train volunteers to help, not provided by Hospice
- ▶ Alzheimer's Association may be able to help with some programs? Does not organize respite

Social participation (cont)

- ▶ Program for kids to visit older adults – shut-ins
- ▶ Community service requirements in schools – HS kids go to homes for credit
- ▶ Girl scouts & boy scouts involved with Senior Center
- ▶ Umass collaboration – nutrition program
 - ▶ Volunteer yard cleanup
- ▶ COVID concerns still an issue
- ▶ Community doesn't participate much in online programming
- ▶ Inclusion – very few non-white participants – cultural competency training, reach out proactively to non-white older residents, people from other cultures
- ▶ Reach out to people who don't use Senior Center – develop programming that involves people of color, other ethnicities in design
 - ▶ Food fair could draw more diversity – do more than annually
 - ▶ Use food as a means to draw out people for social, multicultural connections – cooking classes

Social participation (cont)

- ▶ Hybrid in person/online event – cooking class, on Hadley media – pickup food
 - ▶ Food to go for people who sign up
 - ▶ Share film about food – several ways to connect
- ▶ Allow diverse communities to use Senior center for events
 - ▶ Targeted email to invite people to presentation
 - ▶ Story telling about what happened – share with Hadley media, etc.
- ▶ Foster identity as an inclusive culture
- ▶ Art programs – invite diverse populations to present art
 - ▶ Charity sewing event
 - ▶ Simple cooking classes
- ▶ Lost skill class – what do older adults have to share (darning a sock, Mend with a Friend), professional experiences, travel
- ▶ Bring students in from other cultures – Schools do classes that adopt another country, learn games and food
- ▶ Share events on web page, more description with photos – story telling

Social participation (cont)

- ▶ Task volunteers to do story-telling
- ▶ Get the word out multiple times
- ▶ Programming by seasons
- ▶ Music is a draw
- ▶ Hard for people to remember what's going on
 - ▶ Community message board – visible, accessible, draws attention
 - ▶ Sandwich board – event of the week
 - ▶ Digital message board (may not be allowed) – community calendar

Communication Assets

- ▶ Hadley media – cable station, Youtube channel with COA playlist
 - ▶ Hadley Matters – monthly show featuring a town resident or employee
- ▶ Hadley COA web page, newsletter
- ▶ Reminder
- ▶ Most people comfortable with technology
- ▶ Free WiFi at library, Senior Center
- ▶ NIXLE – community alert system (have to opt in), also set up for Spanish
phone calls set up for emergencies
also has text messaging for information – people can choose COA, DPW, depts can send out own messages
- ▶ Senior Center has robocall system – everyone over 60
- ▶ Community email list – informational
- ▶ Facebook pages – COA, Hadley media, Town not turned on
- ▶ Private group FB pages
- ▶ Next Door

Communication Challenges

- ▶ 10% not comfortable with technology or have no interest in using it
- ▶ Need for sign language, help for vision and hearing impaired
- ▶ Language translation needed?
- ▶ Is there a central clearing house where people can see what resources (for communication) are available
- ▶ Issue is making people aware of communication resources – people need to read what you send
- ▶ No community wide calendar – there's a COA calendar, no place to post other events
 - ▶ Hadley media will post events on FB and website pages
 - ▶ Covers several meetings a week – Zoom meetings can be recorded, sign out cameras to record meetings

Contact information

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