Steering Committee Meeting

Tuesday, January 27, 2015
10:00 AM – 12:00 PM

Health Foundation of South Florida
2 South Biscayne Blvd., Suite 1710
Miami, FL 33131
Dial In Option: 305-330-4986
INITIATIVE MISSION

“Create a community for all ages, where older adults in Miami-Dade can stay active and healthy with dignity and enjoyment.”
AGENDA
10:00 AM - 12:00 PM

Welcome & Introduction
Martha Pelaez, PhD & Peter Wood, MPA
10:00 AM

Milling Activity
Catalyst Miami
10:15 AM

Year 3 Updates
Isabel Rovira, MPH
10:30 AM

Partner Feedback & Projects
Martha Pelaez, PhD & Peter Wood, MPA
11:30 AM

Questions & Final Thoughts
Martha Pelaez, PhD & Peter Wood, MPA
11:50 AM

Closing
Martha Pelaez, PhD & Peter Wood, MPA
12:00 PM
MILLING ACTIVITY
**LRTP**

The Miami-Dade MPO Governing Board adopted the 2040 Long Range Transportation Plan (LRTP) during their Oct. 23, 2014 meeting which included age-friendly considerations, language and objectives.

**Crosswalks**

FDOT recently completed a pedestrian safety and mobility study along SW 8th St from SW 27th Ave to Brickell Ave. The study recommended new marked crosswalks, including some with RRFB (Rectangular Rapid-Flash Beacons). Some coincide with the area we worked with in Little Havana for Safe Routes to Age in Place.

**CDMP**

On Nov. 19, 2014, the BCC unanimously approved the proposed amendments as is for transmittal to the state of Florida for review. The application being sponsored by Chairwoman Rebeca Sosa and co-sponsored by Commissioner Daniela Levine Cava.

**Publication**

The paper “An Audit of a Diverse Community for Safe Routes to Age in Place: Environmental Policy Implication was accepted for publication in the Journal of Gerontological Nursing for the Public Policy Section and will appear in the March 2015 issue.
YEAR 3
STATUS
Year 3 Projects

Miami-Dade Age-Friendly Initiative

- Technical Assistance
- Leadership Development
- Priorities & Action Plan
- Awareness Campaign & Age-Friendly Summit
- Project Expansion & Vitality
Leadership Development
Leadership Development

- COLLECTIVE IMPACT FRAME WORK
- LEAD AGENCIES PROVIDE OVERALL LEADERSHIP, STEERING COMMITTEE ADVISES ON INITIATIVE
- FINAL DEVELOPMENT OF MOU’S SIGNED BY ALL LEAD AGENCIES
LEAD AGENCIES & MOU

Alliance for Aging

AARP

Health Foundation of South Florida

Miami-Dade County

Urban Health Partnerships

United Way

MEMORANDUM OF UNDERSTANDING
for Miami-Dade Age-Friendly Initiative
Between
Alliance for Aging
AARP Miami-Dade
Health Foundation of South Florida
Miami-Dade County Mayor’s Office
United Way of Miami-Dade
Urban Health Partnerships

This MEMORANDUM OF UNDERSTANDING (MOU) is made and entered into, as a partnership between the Alliance for Aging, hereinafter called “ALLIANCE”, AARP Miami-Dade, hereinafter called “AARP”, Miami-Dade County Mayor’s Office, hereinafter called “COUNTY”, Health Foundation of South Florida, hereinafter called “HFSF”, United Way of Miami-Dade, hereinafter called “UNITED WAY”, Urban Health Partnerships, hereinafter called “UHP”, collectively called “LEAD AGENCIES”. This MOU sets forth guidelines regarding the coexistence of the Miami-Dade County Age-Friendly Initiative, and shall become effective September 1, 2014.

1. PURPOSE
The purpose of this MOU is to develop a framework of cooperation between the ALLIANCE, AARP, COUNTY, HFSF, UNITED WAY, and UHP to work as lead agencies and with the broader community to create and sustain the Miami-Dade Age-Friendly Initiative. The initiative is committed to creating a community that embraces and celebrates all ages to stay active and healthy with dignity and enjoyment.

2. STATEMENT OF MUTUAL BENEFIT
The ALLIANCE, AARP, COUNTY, HFSF, UNITED WAY, and UHP are appreciative of the opportunity to participate in the Miami-Dade Age-Friendly Initiative. This MOU will allow local communities around the world to work collaboratively to develop a community framework that ensures shared planning, goals, and commitment toward building age-friendly communities.

These LEAD AGENCIES have a significant track record of serving the community and working collaboratively to help meet the needs of older adults. Together these agencies, in partnership with the broader community including community leaders, business, educators, social service providers, and local community members, can build a strong collaborative effort that produces more engaged stakeholders and broadens the scope of service to older adults in Miami-Dade County.

Shared benefits from the development of this collaboration include:
• Achieving better outcomes for older adults in Miami-Dade County
• Improving the quality of life for all citizens of Miami-Dade County with a direct impact on the community.
• Improving intersector collaboration to ensure all older adults can grow old with
Priorities & Action Plan
Priorities & Action Plan

RESULTS-BASED ACCOUNTABILITY FRAMEWORK
IDENTIFY PRIORITIES FOR INITIATIVE
DEVELOP 3-YEAR ACTION PLAN
RBA PROCESS & ACTION PLAN STATUS
Results Based Accountability Framework & Action Plan Development Status

1. RBA Overview & Training
2. Develop Indicators
3. Power Analysis
4. "Why?" Analysis
5. Develop Strategies
6. Determine Results
7. Narrow Down Indicators
8. Look at Baselines
9. Possible Partners
10. Finalize Priorities & Action Plan

We are Here
AGE-FRIENDLY RESULTS
A VISION FOR MIAMI-DADE COUNTY

Outdoor Spaces & Buildings
Older adults have a safe and enjoyable physical environment in which to live and be active.

Transportation
Older adults have a safe and enjoyable physical environment in which to live and be active.

Housing
Housing for older adults is affordable, accessible, and adapted to their needs and interests.

Social Participation
Older adults enjoy a wide range of opportunities for social participation.

Respect & Social Inclusion
Older adults feel welcomed and valued in all community settings.

Civic Participation & Employment
Older adults have a wide range of employment and civic engagement opportunities.

Communication & Information
The broader community is aware and knowledgeable about the presence, value, needs & wants of older adults.

Community & Health Services
Suitable for all categories business and personal presentation.

www.AgeFriendlyMiami.org
POWER ANALYSIS

To select indicators for the Results, each potential indicator is being reviewed by the following criteria. Each Power type is rated at High (H), Medium (M), or Low (L).
The following slides represent some of the conversations that have taken place regarding potential indicators.

<table>
<thead>
<tr>
<th>POWER TYPE</th>
<th>DEFINITION</th>
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</thead>
<tbody>
<tr>
<td>Communication Power</td>
<td>Does the indicator communicate to a broad range of audiences? Is it easily understood?</td>
</tr>
<tr>
<td>Proxy (Representative Power)</td>
<td>Does the indicator bring along the data herd? This is to say, would this indicator have high correlation with other indicators related to the result? For example, - Can this measure/indicator stand for the statement of well-being we have established (The result statement for that domain)</td>
</tr>
<tr>
<td>Data Power</td>
<td>Quality data available on a timely and cost-effective basis</td>
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</table>
Older adults have a safe and enjoyable physical environment in which to live and be active.

<table>
<thead>
<tr>
<th>Potential Indicator</th>
<th>Communication Power</th>
<th>Proxy Power</th>
<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1. Number Older Adult Parks Programs Available &amp; Utilization</td>
<td>H</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>2. Percent of Older Adults Living within a ½ mile of a Park</td>
<td>H</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>3. Pedestrian and bike accidents and fatalities (DSMV Data also you can use AHCA data to check by zip-code)</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>4. WalkScore</td>
<td>H</td>
<td>H</td>
<td>M</td>
</tr>
<tr>
<td>5. BikeScore</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>6.1 Crime Rate</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>6.2 Police Presence</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>6.3 Perception of Safety</td>
<td>H</td>
<td>H</td>
<td>L</td>
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</table>
Older adults utilize a variety of types of transportation they want and need to move throughout the community.

<table>
<thead>
<tr>
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<th>Communication Power</th>
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<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1.1 MASS TRANSIT - Golden Pass Distribution &amp; Utilization</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>1.2 MASS TRANSIT - Trolly Use (Individual Service Providers)</td>
<td>H</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>1.3 MASS TRANSIT - Metrorail/Mover Utilization</td>
<td>H</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>2. TRANSPORTATION DISADVANTAGED PROGRAM • STS Program Utilization</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>3.1 DRIVING – Percent with and without Drivers Licenses</td>
<td>M</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>3.2 DRIVING –Percent with and Without Cars</td>
<td>M</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>4.1 ACTIVE TRANSPORTATION – Percent Biking &amp; Walking</td>
<td>H</td>
<td>L</td>
<td>M</td>
</tr>
<tr>
<td>4.2 ACTIVE TRANSPORTATION -Wheelchair assisted</td>
<td>L</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>5.1 ON DEMAND TRANSPORTATION • Private Use Data</td>
<td>H</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>5.2 ON DEMAND TRANSPORTATION • Volunteer Use Data</td>
<td>H</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>5.3 ON DEMAND TRANSPORTATION • Subsidized Use Data</td>
<td>H</td>
<td>L</td>
<td>L</td>
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</table>
Housing for older adults is affordable, accessible, and adapted to their needs and interests.

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<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1.1 AFFORDABILITY • Number of Older Adults spending more than 30% of their monthly income on housing</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>1.2 AFFORDABILITY • Data on Subsidized Elder Housing (section 8 and 202)</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>1.3 AFFORDABILITY • Low-income housing and unsubsidized Housing Data</td>
<td>H</td>
<td>H</td>
<td>L</td>
</tr>
<tr>
<td>1.4 AFFORDABILITY • Homelessness rates</td>
<td>H</td>
<td>M</td>
<td>H</td>
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</table>
Older adults enjoy a wide range of opportunities for social participation.

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<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1. • Senior discount access/use/sold (Golden Pass)</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>2. • Parks programming for older adults (Miami –Dade Parks Survey the Parks Coalition)</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>3. • Art programs for older adults (availability/use)</td>
<td>H/M</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>4. • Libraries, Community Centers, YMCA (programs targeting older adults) (availability/use)</td>
<td>H</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>5. • Older Adult feelings or perception about availability of programs, discounts, etc. (AARP Survey)</td>
<td>H</td>
<td>H</td>
<td>L</td>
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</table>
Older adults feel welcomed and valued in all community settings

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</thead>
<tbody>
<tr>
<td>1. AARP Survey Results regarding Respect &amp; Social Inclusion</td>
<td>H</td>
<td>H</td>
<td>L</td>
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</table>
Older adults have a wide range of employment and civic engagement opportunities.

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<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1. • Percent of older adults employed in work force</td>
<td>H</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>2. • Percent of older adults unemployed in work force (seeking employment)</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>3. • Number of Communities for a Lifetime and participation in Advisory Groups</td>
<td>M</td>
<td>M</td>
<td>M</td>
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<tr>
<td>4. • Volunteer Rate</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5. • Intergenerational Programming (Number of Programs &amp; Use)</td>
<td>L</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>6. • Perception of Opportunities for Employment &amp; Civic Engagement (Results from AARP Survey)</td>
<td>H</td>
<td>M</td>
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</table>
The broader community is aware and knowledgeable about the presence, value, needs & wants of older adults.

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<th>Data Power</th>
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</thead>
<tbody>
<tr>
<td>1. • Bendixen &amp; Amandi report (as baseline or pre/post)</td>
<td>H</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>2. • Results of awareness campaign (Pre/Post results)</td>
<td>H</td>
<td>M</td>
<td>M</td>
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<tr>
<td>3. • Policy measures with older adult language</td>
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<tr>
<td>4. • Awareness polling, Needs &amp; Wants of Older Adults (Results of AARP Survey)</td>
<td>H</td>
<td>H</td>
<td>L</td>
</tr>
<tr>
<td>5. Requests for Information for Older adults - Alliance Data</td>
<td>H</td>
<td>H</td>
<td>H</td>
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<tr>
<td>6. Requests for Information for Older adults - Switchboard Data</td>
<td>H</td>
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Older adults are supported by quality health care, community-based wellness and supportive services.

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<tbody>
<tr>
<td>1. • # of people who live in the county who are not eligible for SSI and Medicare</td>
<td></td>
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<tr>
<td>2. • 30 day readmission rate of hospitalized older adults (diabetes, etc)</td>
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<tr>
<td>3. • Availability of older care</td>
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<tr>
<td>4. • Alzheimers care and support</td>
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<tr>
<td>5. • Diabetes care and support</td>
<td></td>
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<tr>
<td>6. • Older adults accessing wellness programs</td>
<td></td>
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<tr>
<td>7. • Diabetes hospitalization rates (difficult to get to by age)</td>
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<tr>
<td>8. • Waiting lists for supportive services</td>
<td></td>
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<tr>
<td>1.1 QUALITY HEALTHCARE RATING (SYSTEM MEASURE): # of Medicare Advantage Programs with 5 star ratings</td>
<td></td>
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</tr>
<tr>
<td>1.1 QUALITY HEALTHCARE RATING (SYSTEM MEASURE): # of ACOs meeting quality indicators</td>
<td></td>
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<tr>
<td>2 QUALITY OF CHRONIC CARE SERVICES (INDIVIDUAL): % of Medicare beneficiaries with diabetes that have received diabetes self management education benefit</td>
<td></td>
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</tr>
<tr>
<td>3 SUSTAINABLE WELLNESS SITES OFFERING FALLS PREVENTION PROGRAMS: % of zip codes in Miami-Dade with established wellness site delivering evidence-based falls prevention programs (Florida Health Networks/Alliance for Aging data)</td>
<td></td>
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</tbody>
</table>
Awareness Campaign & Age-Friendly Summit
Awareness Campaign & Age-Friendly Summit

Develop & Implement Awareness Campaign

Target Audience: Civic Leaders, Business Leaders, Philanthropic Leaders

Will culminate in Miami’s First Age-Friendly Summit in May, 2015
AWARENESS CAMPAIGN

PHASE 1: Discovery & Planning

• Defining a set of actionable steps for policymakers and governing bodies to improve quality of life for older adults
• Developing a comprehensive, yet targeted list of key audiences for campaign
• Crystalizing key messages and prioritizing these messages
• Brainstorming communications tactics for reaching target audiences
• Developing a detailed communications and awareness plan

PHASE 2: Communications & Awareness Implementation

Potential Tactics that will be utilized:
• Public relations and publicity, such as writing and distributing press releases; pitching media to provide feature coverage about specific issues and/or success stories; writing and arranging for the placement of bylined articles, editorials, and letters to the editor; and seeking editorial endorsements
• Content generation for dissemination via social media
• Assembly of email lists, development of email messages, and dissemination of blast emails
• Development of direct mail, such as personalized letters, postcards, and brochure style mailings
AGE-FRIENDLY SUMMIT

- WILL TAKE PLACE MID-MAY, 2015.
  VENUE IS BEING FINALIZED

- CULMINATING EVENT FOR AWARENESS
  CAMPAIGN, HELPING TO UNDERSTAND ISSUES
  & STRATEGIES TO ADDRESS THEM

- WILL END WITH A CALL TO ACTION FOR
  COMMUNITY LEADERS & STAKEHOLDERS
GIA SELFIE CAMPAIGN
GIA #GenTogether Selfie Campaign

What is #GenTogether?

• #GenTogether is a social media campaign for all ages that invites people of different generations to team up, take a "selfie" photo together, and post it on social media.

• It's another way Community AGEnda, an age-friendly program from Grantmakers In Aging, is helping communities become great places to grow up and grow old.

• By bringing people together and celebrating intergenerational friendship, #GenTogether creates opportunities to reduce loneliness, social isolation, and lifestyles siloed by age. Connect, share the moment, and have a little fun. It might just make your day, and theirs.
MEETINGS & NEXT STEPS

Next Steering Committee Meeting
Thursday, April 23, 2015

Age-Friendly Summit
May, 2015

Look for our Emails, Updates & Requests for Feedback
We look forward to your input

Let us know what you are working on!
Help us share our age-friendly achievements through our network
WEBSITE & SOCIAL MEDIA

www.AgeFriendlyMiami.org

Facebook.com/AgeFriendlyMiami

Twitter.com/AgeFriendlyMIA
THANK YOU!

www.AgeFriendlyMiami.org

isabel@urbanhs.com