MASSACHUSETTS AS A MODEL FOR HEALTHY AGING

September 27, 2010
Boston, MA
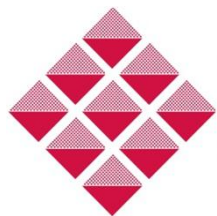
Ingredients of Healthy Aging

Healthy Aging
Seniors will ….

Lead meaningful lives

Be pro-active about health

Be socially engaged

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:

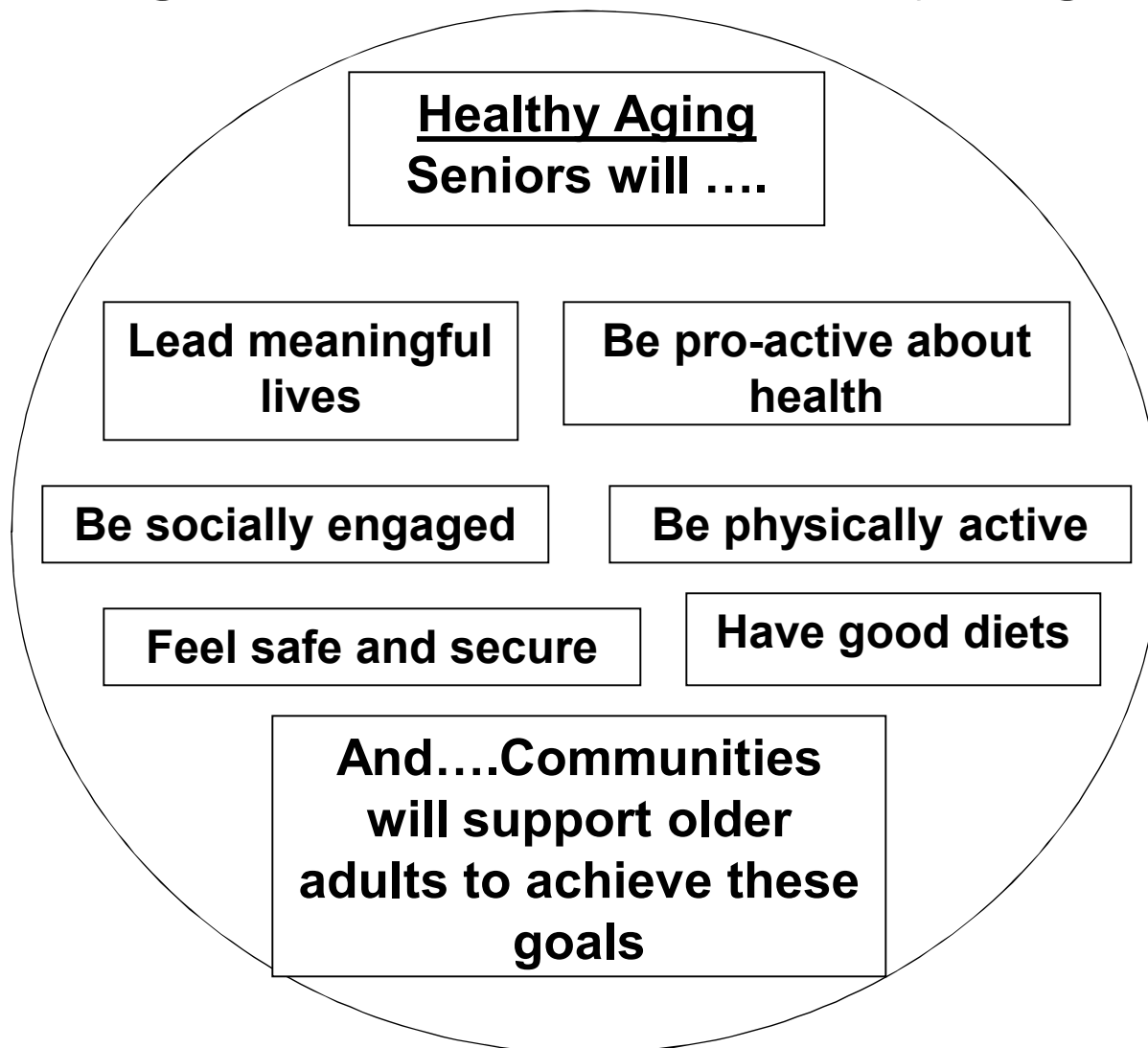 ➢ A Steering Committee

  ➢ Second Forum and Issue Brief
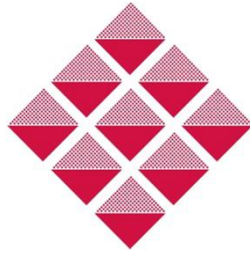
The Massachusetts Health Policy Forum

TUFTS Health Plan FOUNDATION

Steering Committee
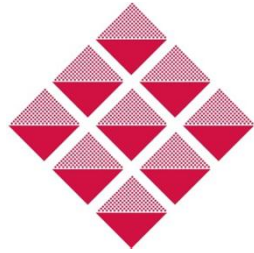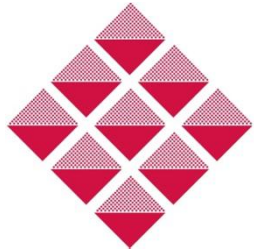
˝ <u>Composition</u>:

➢ State agency staff

➢ Health and aging services providers

➢ Advocates

➢ Researchers/academics

˝ <u>Conveners</u>: THPF & Brandeis

Steering Committee Meetings
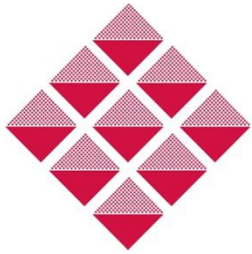
ÉMarch - Ideas about key elements of a HA strategy

˝ 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
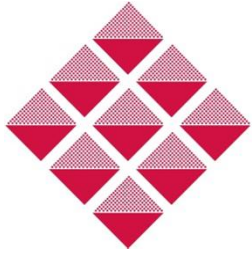
Issue Brief

ÉSummarizes the work and the discussions

ÉAll ideas included

˝ No decisions yet on a coordinated strategy

˝ No decisions yet on the details
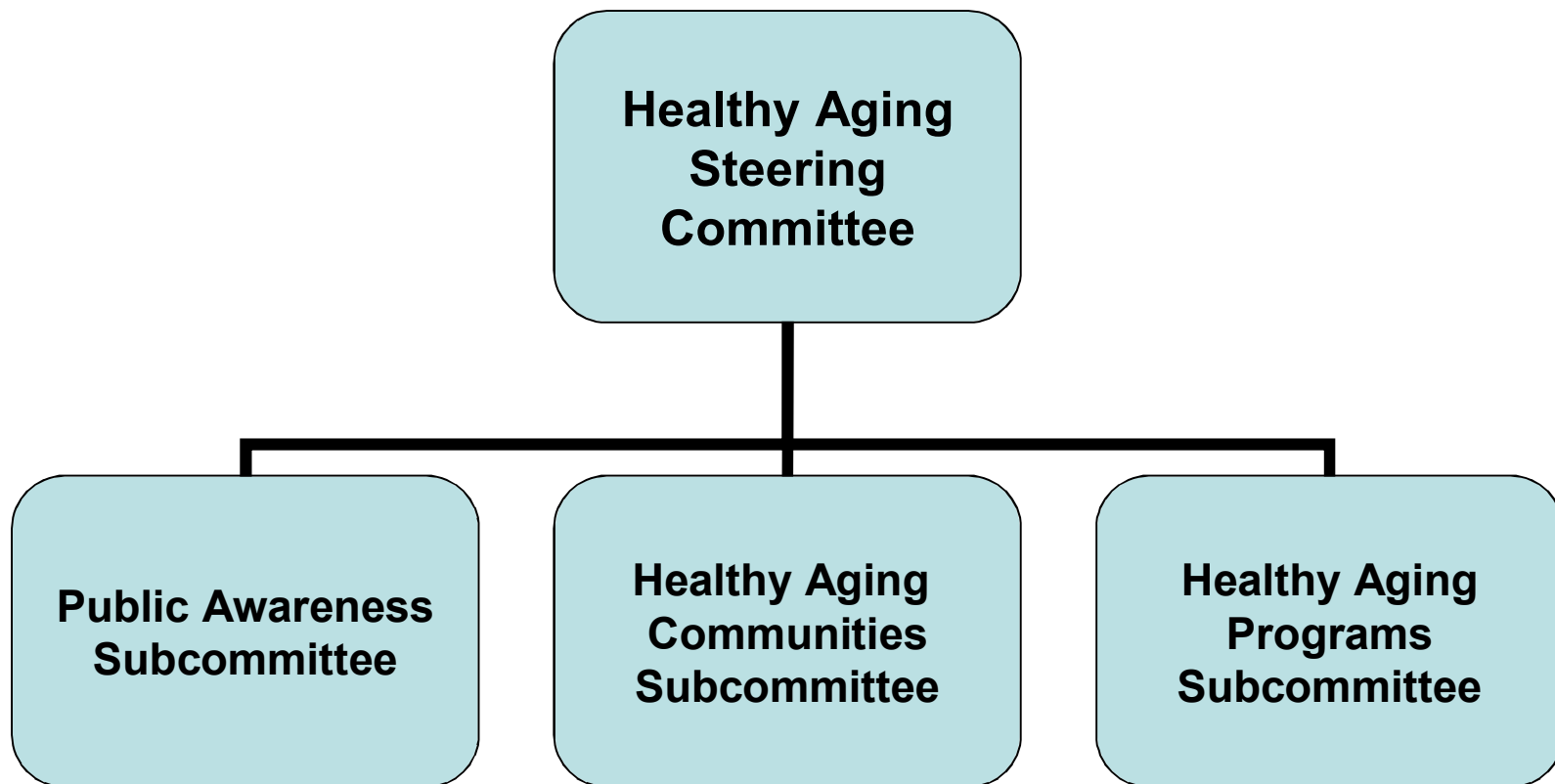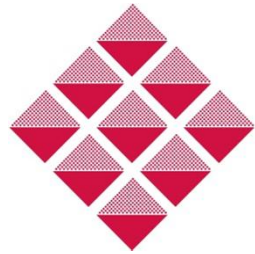
Organizational Structure

General Purpose of Subcommittees

˝ Develop plans for strengthening HA programming in the area

ÉAccount for the related work by state and local government, providers, advocates, & others

ÉInterface with the other sub-committees

ÉAddress systems linkages, evaluation, older adult engagement, & leadership
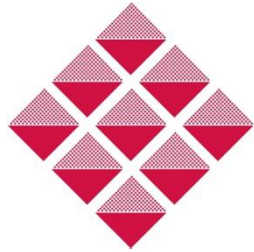
ÉBe politically & financially feasible & sustainable

Healthy Aging Programs Subcommittee

˝ Disseminate HA programs statewide

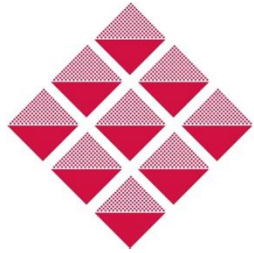ÉIncrease outreach to all groups

ÉSustain funding

ÉEnsure 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

ÉConsider a broad range of traditional and alternate media

HA Communities Subcommittee

ÉBuild a blueprint for a community that supports HA

˝ Develop plans for pilot projects that build HA into the fabric of local communities

ÉCreate a plan to select pilot cities and towns

ÉInclude a list of potential project partners