

The logo features the word "Salem" in a large, elegant, black script font. Above the "e" in "Salem" is a stylized, black, upward-pointing arrow or sail shape. To the right of "Salem" and below the arrow shape, the words "for all ages" are written in a smaller, black, sans-serif font.

Salem for all ages
YEAR 2: 2018

“The priorities represented by the Age-Friendly designation are reflective of Salem’s values as a whole. The goals of a livable, safe, and vibrant city serve to lift up all of our residents, no matter their age or ability.” -Mayor Kim Driscoll

City of Salem

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www.SalemForAllAges.org

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“In Salem, we’re thoughtful about how we approach the future.”

-Mayor Kim Driscoll

About Salem for All Ages

How We Got Here

In November 2016, the City of Salem formally submitted its age-friendly action plan, *Salem for All Ages*, to the AARP and the World Health Organization. The process of preparing that plan started earlier that year, when the City was accepted into the AARP’s national network and WHO global network of Age Friendly communities, becoming the first City on the North Shore to join and only the third in the Commonwealth.

To help prepare the action plan, the City worked closely with experts from the Center for Social & Demographic Research on Aging at the Gerontology Institute of the University of Massachusetts Boston. Working with a team comprised of City officials, local volunteers, and other stakeholders, the plan was developed based on an exhaustive document review of existing City plans and reports, a community survey completed by over 400 Salem residents over the age of 50, three focus groups, and multiple public listening sessions and convenings throughout the community. In December, AARP and WHO notified the City that they had accepted the plan and that implementation could get underway.

What Is In The Plan

The *Salem for All Ages* Action Plan establishes a vision, based on the research completed during the study process and public input, that focuses on what AARP and WHO called the “eight domains” of an age-friendly community:



Within each domain, a vision statement for the future of an Age-Friendly Salem is described, following a series of recommendations to achieve that vision. Within each recommendation there are corresponding action steps for the City and its partners to fulfill the recommendations and achieve the vision for that domain.

Implementation of the action steps falls to the Salem for All Ages Task Force, a group of individuals representing City departments, local agencies, community residents, and nonprofit organizations, which meets monthly to review the status of their work. Guidance for the Task Force's priorities and focus is provided by the Salem for All Ages Leadership Council, comprised of community leaders and elected officials, which meets twice yearly to hear from the Task Force and provide feedback and recommendations.

Completion of Year 2

This report provides the final summaries from the Task Force's subcommittees, which have been working on implementing or preparing for implementation of the action items selected to address in 2018, the second year of the Salem for All Ages initiative. Some action items were begun in 2018, but not completed; in those cases, the groundwork that was laid for that item in 2018 will serve as a basis for the continuation of work into Year 3 in 2019.

Looking Ahead

Finally, this report provides a look ahead at the planned goals and action items for Year 3 of the initiative. While much of the Task Force's efforts in Year 3 will be the continuation of prior years' actions, there are opportunities for new action items to be added to the group's agenda. With input and recommendations from the Salem for All Ages Leadership Council, the Task Force intends to add nine new action items for 2019 to its work.

Salem for All Ages Task Force

Task Force Co-Chairs and Communications Subcommittee

- Patricia Zaido – former Executive Director of the Salem Partnership
- Dominick Pangallo – Chief of Staff, Office of Mayor Kimberley Driscoll

Health Subcommittee

- Kerry Murphy, Chair – Healthy Living Coordinator, Salem Mass in Motion
- Terry Arnold – Director, Salem Council on Aging
- Sharon Felton – Social Worker, Salem Council on Aging
- Jennifer Femino – Medical Director, Salem Family Health Center
- Gerry Giunta – Chief, Salem Fire Department
- Larissa Lucas – Palliative Care Physician, Care Dimensions
- Kate Stephens – Captain, Salem Police Department

Transportation Subcommittee

- David Kucharsky, Chair – Director, Department of Traffic & Parking, City of Salem
- Amanda Chiancola – Staff Planner, Salem Dept. of Planning & Community Development
- Russell Findley – Built Environment Coordinator, Salem Mass in Motion
- Fred Norton – Transportation Coordinate, Salem Council on Aging

Social Participation & Inclusion Subcommittee

- Tara Mansfield, Chair – Director, Salem Public Library
- Hannah Diozzi – Salem senior resident
- Charity Lezama – Executive Director, Salem YMCA
- Joan Tobin – President, SSU Explorers Lifelong Learning Institute

Housing Subcommittee

- Terry Arnold, Chair – Director, Salem Council on Aging
- Abigail Butt – Board Member, Salem Council on Aging
- Amanda Chiancola – Staff Planner, Salem Dept. of Planning & Community Development
- John Russell – Member, Friends of the Salem Council on Aging
- Pat Small – Salem resident

Accessible Public Infrastructure Subcommittee

- Debra Lobsitz, Chair – Chair, Salem Commission on Disabilities
- Deborah Barber – Disability Resource Center
- Russell Findley – Built Environment Coordinator, Salem Mass in Motion
- Patricia O'Brien – Director, Salem Dept of Parks, Recreation & Community Services

Salem for All Ages Leadership Council

Chairperson

- Kim Driscoll – Mayor, City of Salem

Leadership Council

- Margaret Brennan – Executive Director, North Shore Community Health Center
- Mary Butler – Chief, Salem Police Department
- Linda Coffill – Chair, Salem Council on Aging Board
- Jeff Cohen – Chair, Salem No Place for Hate Committee
- Tom Daniel – Director of Planning and Community Development, City of Salem
- Elizabeth Debski – Executive Director, Salem Partnership
- Rosaleen Doherty – Owner, Right at Home
- Beth Gerard – President (2018), Salem City Council
- Lynda Hartigan – Deputy Director, Peabody Essex Museum
- Judith Kane – Administrator, Brookhouse Home
- John Keenan – President, Salem State University
- Paul Lanzikos – Executive Director, North Shore Elder Services
- Sherry Leonard – Director of Community Relations, John Bertram House
- Mickey Northcutt – Executive Director, North Shore Community Development Coalition
- Rinus Oosthoek – Executive Director, Salem Chamber of Commerce
- Dr. David Roberts – President & CEO, North Shore Medical Center/Salem Hospital
- Margarita Ruiz – Superintendent, Salem Public Schools
- Joan Tobin – President (2018), SSU Explorers Lifelong Learning Institute

Communications Subcommittee Report

Building on work begun in Year 1 of the initiative, the Communications Subcommittee finished writing and publishing the comprehensive Salem for All Ages Resource Guide, which has been mailed to all Salem residents 60 years of age or older. This was a one-time City-wide mailing. Future updates to the guide will be published electronically. In addition, individual Salem residents will receive a printed resource guide by mail on their 60th birthday.

In Fall 2018, the Salem for All Ages website, www.salemforallages.org, went live. The focus of the website is on Transportation, Living Well, Aging In Place, Volunteerism, and Events and Activities. It also has the most current electronic version of the Resource Guide. A part-time assistant has been retained to assure that the website is always up to date. Toward the end of the year the focus moved on to also setting up a Facebook page for the Salem for All Ages initiative.

In 2018 a relationship was established between the initiative and the North Shore Physicians Group (NSPG), a multi-specialty group practice of over 400 healthcare professionals affiliated with North Shore Medical Center. Planning was begun for a regular speaker's series on preventive medicine, featuring specialists from NSPG to take place in 2019 at the City's new Mayor Jean Levesque Community Life Center. The first presentation, entitled "Myth Buster: Answers About the Most Common Questions about Diabetes," was scheduled for January 15, 2019. Subsequent presentations are planned for March, May, September, and November. Salem Access TV will record all of the presentations and they will be rebroadcast both on that channel and made available to surrounding communities' cable access channels.

The subcommittee has made a concerted effort this past year to get the word out by the initiative, and that effort will continue into 2019. The subcommittee has made arrangements with the *Salem News* to a recurring monthly column throughout the year on age-friendly topics.

Transportation Subcommittee Report

In 2017, the Tufts Health Plan Foundation provided the City of Salem with a \$30,000 grant to carry out a feasibility study of establishing a city-wide shuttle system in Salem. The study was completed in the fall of 2018 and concluded that an intra-city shuttle is feasible. The study also outlined conceptual level costs to implement the shuttle, along with possible funding sources, including public-private partnerships. The City is now taking these recommendations into implementation mode and working on a pilot program to commence in 2019.

The Salem for All Ages task force sponsored a Transportation Fair at the Community Life Center in September 2018, which featured representatives from 10 different agencies and businesses who offer transportation in some form or another in or to Salem. Participants included the MBTA, Zagster bike share, Salem Ferry, the Salem Trolley, and more.

Lastly the Salem Council on Aging extended the hours of their shuttle vans starting in 2018, which provided more options for seniors to shop, get to late medical appointments, and even access employment and volunteerism opportunities.

Housing Subcommittee Report

The goal of the Housing Subcommittee is a primary goal of AARP: to “improve accessibility and accommodations for people of all ages and abilities.” Salem is seeing similar increases in its older population as the nation as a whole: between 2010 and 2050 America’s senior population is expected to increase from being 13% of its total population to being 20% of its total population.

The original SFAA survey found that, by a substantial margin, older people prefer to stay in their homes. Salem and the SFAA initiative are taking action to make that possible. The subcommittee continues to gather information about all community programs that help older adults, and others, age in place. Members of the subcommittee continued research on types of senior or mixed-use housing options, from family-intergenerational models to village concepts to co-housing programs (intentional communities and home-sharing). Research included studying regulatory requirements, such as zoning or condo regulations, estimated affordability, and the pros and cons of each model.

Additionally, Salem Department of Planning and Community Development has started to outline the scope of work to develop and disseminate home-sharing tools and host informational sessions to connect people interested in home-sharing. A SFAA intern from Salem State University (SSU) has begun researching house-sharing models, including those used by others who have launched successful home-sharing programs, such as Nesterly, Outer Cape home Share, and the New York Foundation for Senior Citizens.

Students in a health services course at SSU, as part of their course requirements, have prepared a survey, which asked students if they are interested in house sharing with an older adult. The results indicated a real interest on the part of the students in participating in such an opportunity.

In another effort to allow people to age in place, SFAA compiled a list of contractors willing to be listed on the SFAA website as being able to offer age-friendly discounts or special services. Contractors must demonstrate that they are fully licensed and insured in order to be listed on the SFAA website’s contractor page. The subcommittee will continue to recruit contractors, home service workers, and other specialists, such as plumbers, landscapers, electricians, and so forth, to sign onto the directory.

Social Participation & Inclusion Subcommittee Report

The Social Participation and Inclusion Subcommittee has been working on developing effective communication strategies to be used with older adults. We have been in contact with the International Council on Active Aging and gained permission to use their “Guidelines for Effective Communication with Older Adults” publication. Training workshops for City employees and local businesses are being planned for 2019. One training was conducted for COA and Parks & Recreation Department employees already in 2018.

To address the very serious concern of older adult isolation, our subcommittee has been working on developing intergenerational partnerships. This fall, first year nursing students at SSU have been assigned a partnership with a Salem senior through the Council on Aging for 8 weeks as a requirement of the freshman seminar. This pilot program will be evaluated by the students, a faculty member, and members of the subcommittee.

In addition, a Salem State student organization for health services majors is working towards establishing a “Project Generations” program on campus. The goal of this national initiative is to build intergenerational relationships and recognize the value of older adults as community members. The program will connect student volunteers with older adults to meet on a weekly basis for a wide variety of reasons.

Finally, the subcommittee is in the beginning stages of establishing a partnership with the Salem YMCA to create intragenerational relationships between older adults and students in various YMCA programs.

Accessible Infrastructure Subcommittee Report

This year, the Accessible Infrastructure Subcommittee collaborated with the Independent Living Center of the North Shore and Cape Ann, the Salem Commission on Disabilities, and Salem Mass in Motion to evaluate the accessibility of public buildings and the pedestrian experience in Salem. Two Mass in Motion Salem interns visited 10 public buildings and now in the process of surveying curb cuts in two of Salem's neighborhoods. Members of the Salem Commission on Disabilities surveyed the MassDOT Canal Street project for accessibility.

The subcommittee is working with the City Engineer to review past projects and to provide recommendations on future projects to improve walkability and access to public buildings in Salem.

The subcommittee has also compiled resources on snow removal, sidewalk repair, Salem's brick program, ADA standards, existing masterplans, and the ongoing improvement projects in the city. In 2018 members attended a presentation by Jeff Speck, author of *How Downtown Areas Can Save America*.

The subcommittee held a combined meeting with the Commission on Disabilities for an update from the City Engineer on current projects and the city's sidewalk policy and members participated in a walk audit of the Point neighborhood with WalkBoston, in order to evaluate walkability and pedestrian access issues.

The Accessible Infrastructure Subcommittee will continue to build strong ties with members and organizations in the city in order to promote a more walkable and accessible community for all.

Health Subcommittee Report

Implementation of the *Are You OK?* call service:

Are You OK? is an optional call service where an automated check-in phone call is placed each day at the same time to high-risk residents. The program will be housed at the Community Life Center and monitored remotely by the Salem PD. Residents can enroll to receive the calls and place calls on hold when they are away. If a resident does not respond to the *Are You OK?* call a second call is attempted; if they continue to be nonresponsive, police are dispatched to conduct a wellbeing check on the resident.

Lockbox Program

This program is for Salem residents who have a medical condition or are disabled and require frequent emergency medical services. A lockbox is a secure box that holds a key to the residence so that emergency responders can have expedited access to a participant's residence and avoid causing damage to the property when they do so. The box is portable and is secured to an exterior location of the participant's home. The boxes are provided free of charge for income-eligible residents and will be mandatory for anyone enrolled in the *Are You OK?* program. In 2019 both of these programs will be promoted extensively through various local organizations and media outlets.

Food Insecurity and Preventive Health

The CLC now hosts a monthly food pantry, primarily targeted toward serving food insecure seniors. As of today, 53 participants are registered for the monthly food pantry, which began in November 2018. Food is also delivered to residents living in senior housing at the Salem Housing Authority building on Charter Street.

The subcommittee and COA have established a partnership with the Jewish Family & Children's Service to bring weekly free Farmers' Markets to senior housing sites in Salem, as well as at the CLC facility itself. This service also includes monthly nutrition lectures and cooking demonstrations.

Lastly, the CLC now provides transportation to the new community meals program, Salem Meet & Eat, which is a free monthly dinner event at the Saltonstall School on the second Wednesday of every month.

Preventive Health

The CLC will hold regular preventive health and wellness lectures in the evenings through the new speaker series, which will also include nutrition presentations.

The CLC's new fitness center is able to provide a broader range of fitness and wellness classes.

A field trip has been planned for early 2019 to take clients of North Shore Community Health Center (NSCHC) to the CLC so they can learn about the services offered there.

Other Actions

We have established a relationship with a new major at SSU, Health Care Studies, which offers a path to non-clinical jobs in the healthcare industry. Projects in the leadership seminar course are part of the curriculum and many this past year have selected projects beneficial to the SFAA initiative, such as creating a house sharing survey for SSU students.

Furthermore, this academic program now provides the subcommittee with an intern for 10 hours a week for 12 weeks each semester and this will continue next semester. To date, interns have helped with the opening of the new CLC, promoted and staffed the transportation fair, and carried out important research on home sharing models.

Year 3 Planned Goals

Continuation of Year 2 Work

The Salem for All Ages Task Force will continue, in Year 3, to implement many of the components of their Year 2 efforts.

The **Transportation** subcommittee will continue to be engaged in implementing the pilot phase of the intra-city shuttle, including helping to identify funding sources.

The **Communications** subcommittee will continue to publish the Salem for All Ages Resident Guide updates as necessary, including implementing the system to mail a copy to Salem residents when they turn 60. The subcommittee will support the growth of the newly launched SFAA Facebook page.

The **Accessible Public Infrastructure** subcommittee will continue its work with the Engineering Department to improve the City's sidewalk prioritization and repair efforts. They will also continue working with the ILCNSCA and Commission on Disabilities to complete the accessibility assessment of public buildings and sidewalks, prioritize the work, and then identify funding opportunities to implement any necessary changes.

The **Housing** subcommittee will continue to investigate home-sharing models, with the goal of establishing a new system in Salem in 2019. New contractors for the SFAA website directory will continue to be recruited. The subcommittee will continue its work in partnership with SSU around potential student/senior home-share opportunities.

The **Social Participation & Inclusion** subcommittee will continue working with SSU in establishment of a Project Generations program on campus. It will also help with implementation of the customer service for senior residents training with City staff and pursuing the intergenerational partnership opportunities with SSU nursing and the Salem YMCA.

The **Health** subcommittee will continue to leverage SSU Health Care Studies interns to support the SFAA Task Force and its work. The new NSPG speakers' series and better connections between the CLC and NSCHC will also take place in 2019. Both the *Are You OK?* and lock box programs will be fully implemented in the coming year and the monthly food pantries and Farmers' Markets will continue, with new locations hopefully added in the year ahead.

New Goals for Year 3

The Salem for All Ages Task Force evaluated action items remaining in the plan and made a series of recommendations within the eight domains to the Leadership Council at the Council's third meeting, on November 7, 2018. Based on the Leadership Council's feedback, the Salem for All Ages initiative will focus on the following goals for 2019, the third year of the program:

Housing

- Work with the Affordable Housing Board and Salem Housing Authority to identify opportunities for the construction of new affordable senior housing.
- As the City evaluates online permitting systems, work to include an "express permit line" option for seniors or others carrying out accessibility related modifications.

Transportation

- Investigate the feasibility of a volunteer car-sharing program, such as *Génération Mobilité* in France. These programs facilitate car sharing between seniors, who no longer use their cars as often, and college students, who may be living in Salem without a vehicle of their own.

Accessible Infrastructure

- Explore the feasibility of installing public exercise equipment in Salem parks – especially those about to undergo improvement projects. Concurrently, encourage more outreach to older adults about existing programming taking place in Salem parks.

Communication

- Publication of the monthly Salem for All Ages guest column in the *Salem News*, authored each month by various members of the Task Force and subcommittees.

Social Participation & Inclusion

- Create an Age-Friendly Business designation, based on real metrics of customer service and practices in our local business community.

- Create a language conversation table program for Spanish-speaking senior volunteers to converse with Salem High School and SSU students studying Spanish, and for ELL students to converse with English-speaking senior volunteers.
- Encourage organizations and departments to review the accessibility of their meetings and replace language in written documents and plans with age and ability appropriate verbiage.
- Publish a formal City style guide that reflect person-first language and standards for documents and publications that recognize the challenges that some older adult and low vision readers may experience.