



Aging in Maynard: A Community Needs Assessment

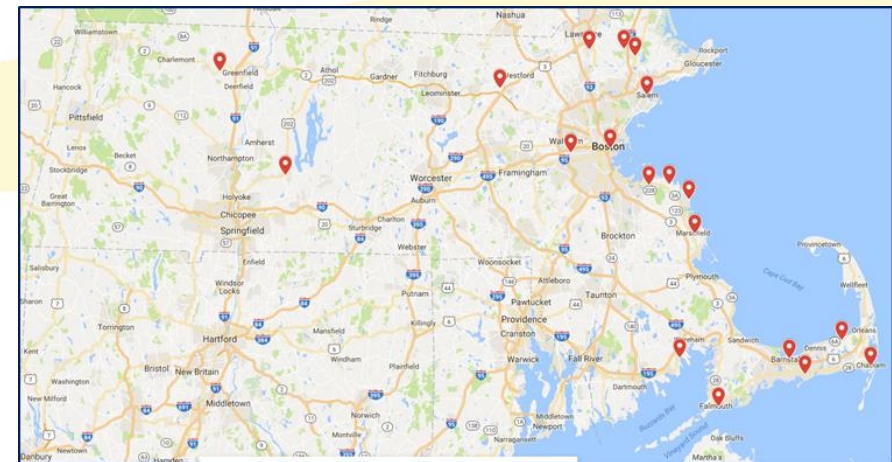
Proposed Project Overview

3.7.2023

Center for Social & Demographic Research on Aging

- We've worked with more than 75 communities since 2012
- Dedicated to a collaborative, participatory process
- Objective partners committed to providing high-quality, academically sound, information to communities

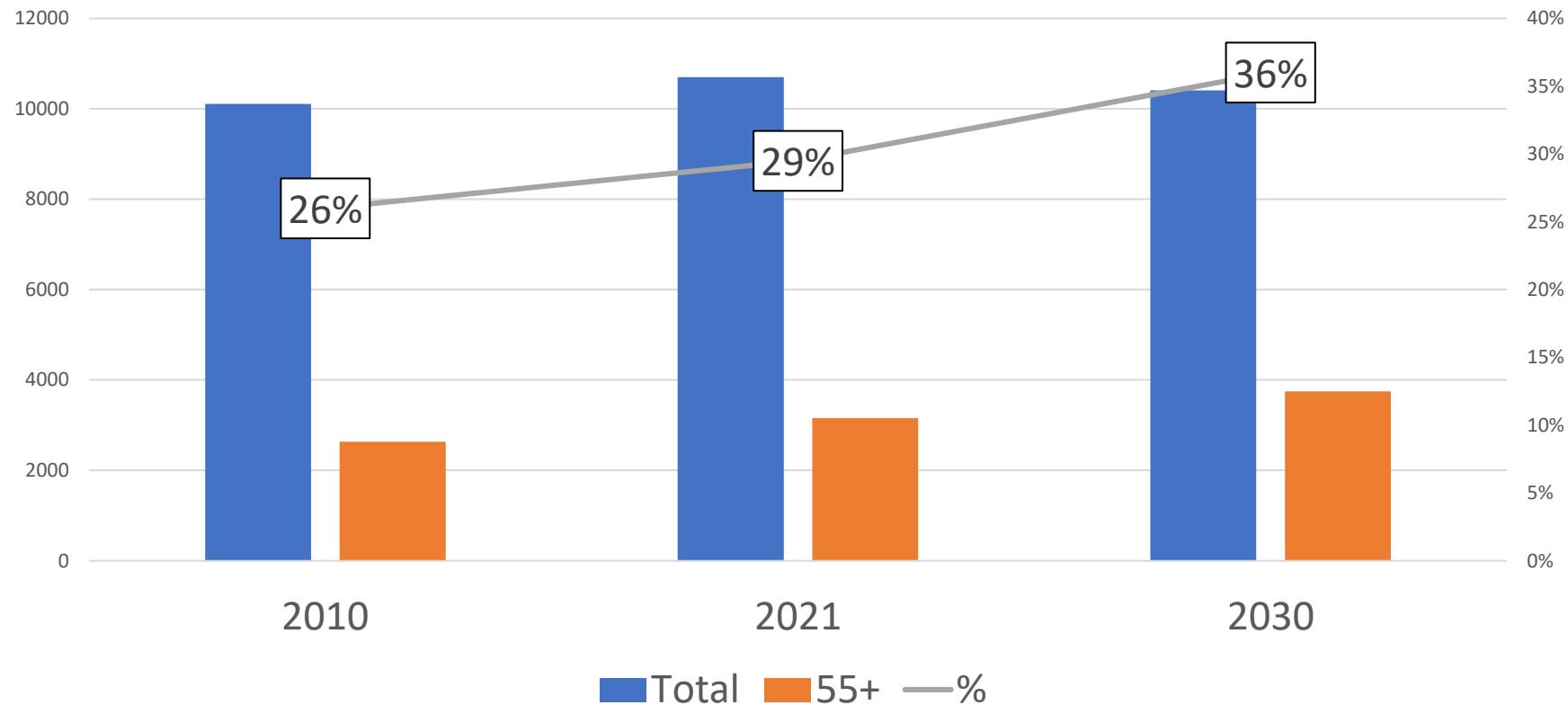
“Our mission is to conduct applied research that informs communities as their populations become older demographically, including research on topics that impact older adults seeking to age in their communities.”



Purpose:

- Is meant to identify, understand, and prioritize needs of older residents of Maynard that must be addressed to maintain Maynard as a place to age well. Results of the proposed project are intended to:
 - Inform strategic planning of the COA re: programming, services, and capacity needs of space and staff.
 - Raise awareness of aging-related issues Town-wide, inform other municipal departments as they consider their own practices.
 - To support an application to be designated an Age & Dementia Friendly community.


Currently, 29% of Maynard residents are 55+



Source: Data from 2010 are drawn from the Census; from 2021 are from the ACS (2017-2021) estimates; from 2030 are projections from the Donahue Institute at UMass.

Other Factors to Consider:

- Multiple birth cohorts (a.k.a., generations) within the 55+ population
- Healthy aging means more people are living longer and living more active lives.
- Not just about programming---senior centers are hubs of information and resources about health, long term care, caregiving supports, and other issues that affect health and wellbeing.



“Aging isn’t quite as much of a downer as it used to be...”
--NH Senior Center Director

An Age Friendly Community

*An "**age-friendly** community" optimizes opportunities for health, participation, and security for all people, to ensure quality of life and **dignity** as people age. --WHO, 2007*

A Dementia Friendly Community

***Dementia Friendly Communities** promote awareness of dementia, **educating** citizens about how to best **support people touched by dementia** and introducing systematic changes within businesses, government, and neighborhoods.*

--Dementia Friendly Massachusetts

Massachusetts Context

More than 100 cities and Towns in MA have committed to these efforts. Many more are in the pursuit....

“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

Governor Charlie Baker, 2018 State of the Commonwealth

A Dementia Friendly Community

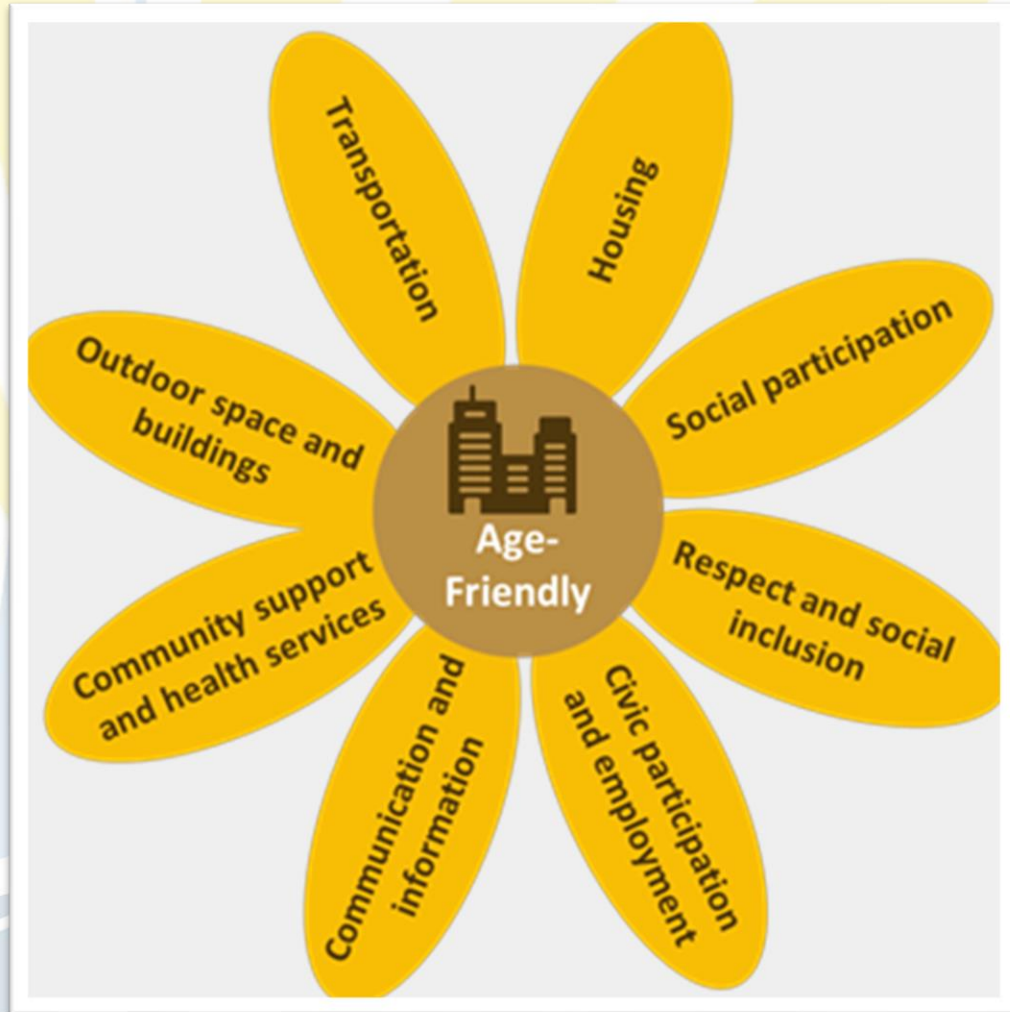


Source: Towards a dementia-inclusive society: WHO toolkit for dementia-friendly initiatives. Geneva: World Health Organization; 2021. License: CC BY-NC-SA 3.0 IGO.

- Supports those living with dementia, their families, and caregivers
- Provides opportunities for meaningful engagement in an accessible environment
- Ensures access to healthcare and supports that promote wellness along the dementia care continuum
- Offers educational opportunities to build awareness, support, safety, and respect in the community

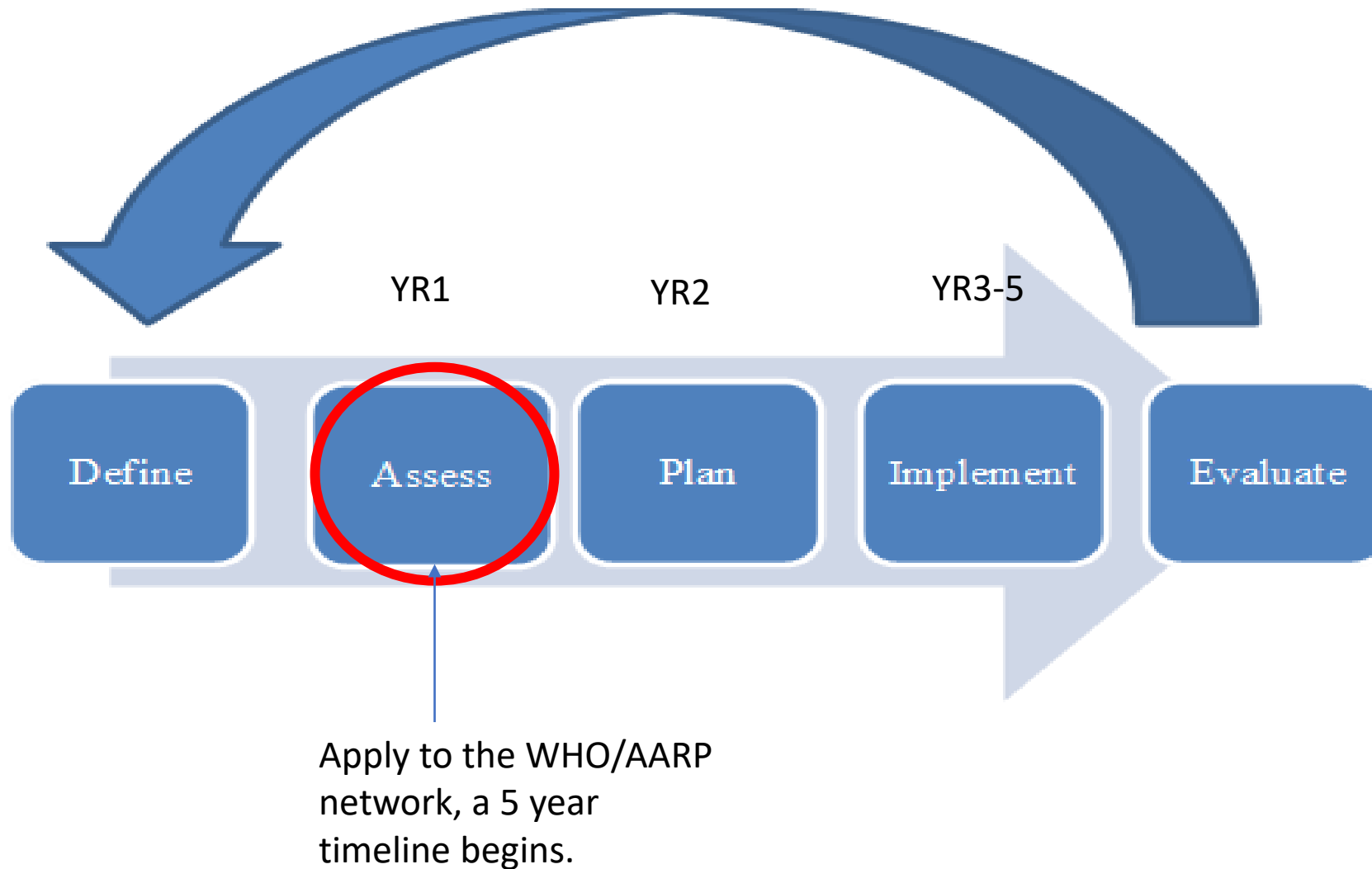
Age Friendly Framework

8 Domains of an Age Friendly Community



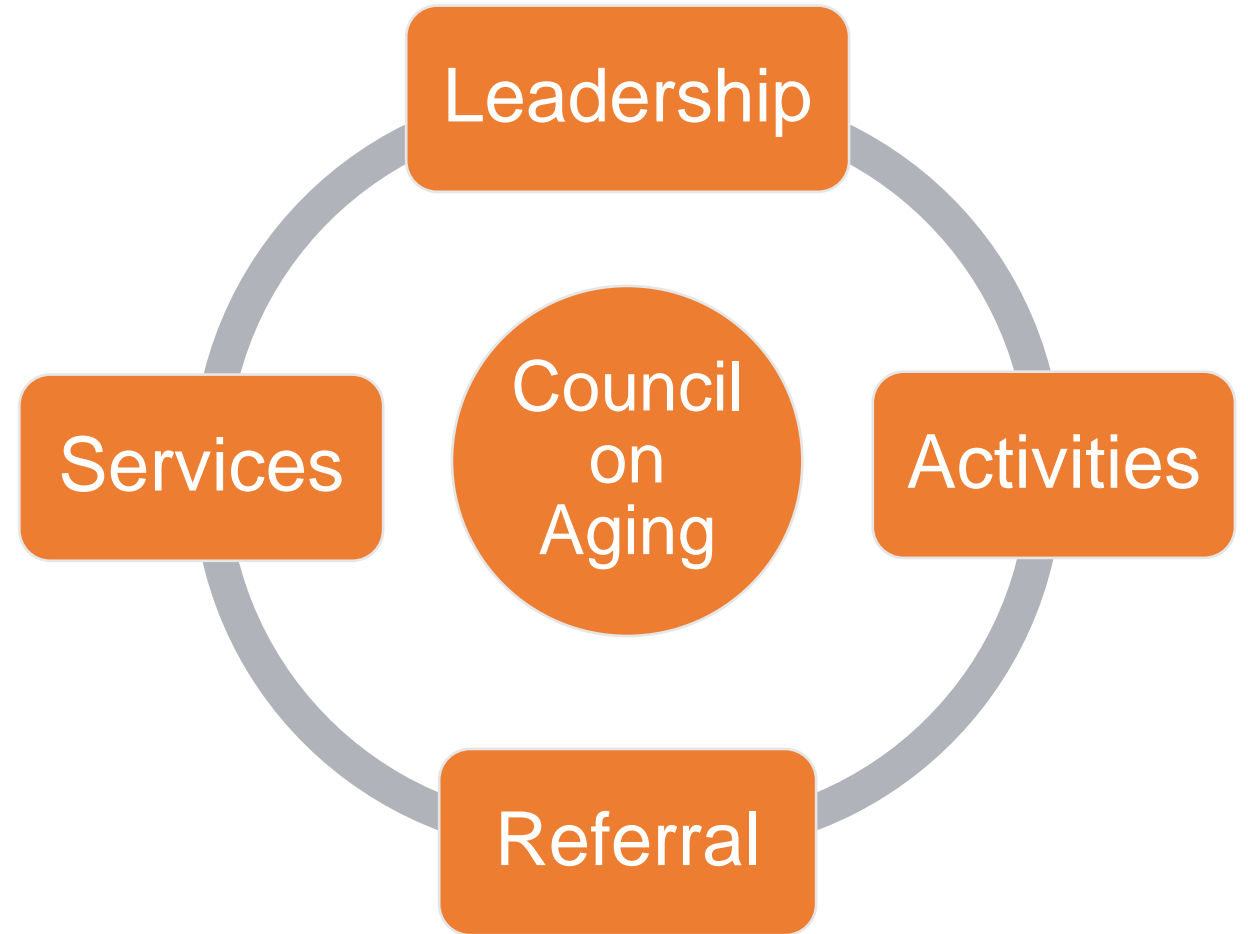
- Supports Aging in Place and promotes personal independence
- Enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age
- Makes it easy for older people to stay connected to people who are important to them
- Helps people stay healthy and provides support to those who can no longer live independently

It's a process:



Project Components:

- Document review
- Demographic profile
- 3 focus groups
- 5-6 key informant interviews
- Mailed survey to all residents age 55+



UMB + Maynard

UMB

Maynard

Needs Assessment Timeline 2024

January

February

March

April

May

June

July/August

September

Regular Communication between UMB and Maynard

Obtain IRB
Approval

Prepare
survey draft

Secure survey
link on town
website

Determine
participants for 3
focus groups

Preparation of final
assessment and
presentation

Prepare
Demographic
Profile

Get mail list from
town clerk

Outreach for Survey

Survey online

Determine 5 Key
Informant
Interviewees

Conduct 3
Focus Groups

Final
assessment
submitted

Review survey

Schedule
and Conduct
5 Interviews

Data
Analysis

Send annual
report and
relevant documen
ts to UMB

Devise survey
promotion plan

Presentation
of findings

Questions?

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