

NEWTON DEPARTMENT OF SENIOR SERVICES AND THE COUNCIL ON AGING - TOGETHER!

2014-2015 Accomplishments

NDSS & COA VISION



2013 NDSS & NCOA Strategic Plan

Provide sustained leadership that helps Newton be a

Livable and Age Friendly Community for all who

choose to live here.

NDSS & COA MISSION



Optimize quality of life for older adults and those who support them through welcoming, respectful, and meaningful opportunities that engage and value older people, and empower them to remain independent and to be important assets in our community

NDSS & COA Shared Focus



Newton as an Age-friendly and Livable
Community

World Health Organization

AARP

Age-friendly – Livable Domains

- Outdoor Spaces and Buildings
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Communication and Information
- Community and Health Services

A-F/LIVABLE STRATEGY GOALS

- Achieve Financial Sustainability
 - – to continue to provide service & leadership
- I D senior population needs, skills & diversity
- Advocate for seniors & those who support them
- Build partnerships & bridges
- Improve community awareness
- Ensure & improve access to resources
- Develop effective marketing & communication
- Maintain, strengthen & create programs

Goal: FINANCIAL SUSTAINABILITY

- Level funding from City Budget
- CDBG grants awarded for FY 16
- DOT grant for STRAITS mobility management program
- Advocated successfully for an increase to State Formula Grant= additional \$20,000
- Sylvia Goldberg Memorial Fund
- SCFN annual letter to support outreach and raising awareness

Goal: ID Population Needs....

- Living & Aging in Newton: Now & in the Future
 - UMASS Boston

- Healthy Aging Database – Newton Profile
 - Tufts Health Plan Foundation/UMASS

- NDSS Data –
 - Programs, Services, Transportation

- Newton City DataStat

Goal: ADVOCATE FOR SENIORS & FAMILIES

- Added new COA/AB Members
- Newton City Committee representation
 - ▣ TAG - Transportation/Mobility
 - ▣ West Suburban Area Alzheimer's Partnership
 - ▣ Relationship Violence Action Committee
 - ▣ Newton Cares Coalition
 - ▣ West Suburban Outreach Group
 - ▣ Hoarding Task Force
 - ▣ CDBG Consolidated Planning process
 - ▣ All Students Care

Goal: ADVOCATE FOR SENIORS & FAMILIES - Continued

- COA Housing Sub-group
 - Housing Criteria
 - Housing Guide

- Austin Street Endorsement

- LGBT Initiatives

- COA self-education: Guest speakers

Goal: BUILD PARTNERSHIPS & BRIDGES - Newton

- Livable Community Strategy Group
 - ▣ Interviewed potential members
 - ▣ Expertise in the eight domains
 - ▣ First meeting – June 12, 2015!

- Department of Parks and Recreation
 - ▣ Transportation to P & R programs
 - ▣ Senior Prom
 - with All Students Care (ASC) and high school students

Goal: BUILD PARTNERSHIPS & BRIDGES – Newton (continued)

- Newton Schools
 - ▣ Spring Fling with ASC
 - ▣ Horace Mann 5th grade annual program
 - ▣ NSHS Crossing Generations Club
- MBTA – Charlie Cards
- Host community programs and meetings
- Newton Free Library-Living and Aging in Newton series
- Host site of Veterans' Center
- Alzheimer's Association-Walk to End Alzheimer's
- Newton Community Farm
- Ongoing financial support from the Senior Citizens Fund of Newton Inc.

Goal: BUILD PARTNERSHIPS & BRIDGES - Region

- Brookline – B-Can
- Boston – Elderly Affairs
- AARP Massachusetts
- UMASS Boston
- Lasell College
- Boston College

Goal: IMPROVE COMMUNITY AWARENESS

- Newsletter-mailed to 40% of households six times/year
- Newton TAB
 - Meeting with Andy Levin
 - “Aging in Places” column
 - Improved 55 + page
 - Articles on “Living and Aging in Newton”
- Presentations
 - Board of Aldermen
 - Newton Free Library
 - Newton Clergy Association
 - Newton – Needham Chamber of Commerce
- NewTV – initial discussions
- Facebook presence
- Created a senior services list serve to promote programming
- Planned presentation of Needs Assessment finding and implications.

Goal: ENSURE & IMPROVE ACCESS

- Transportation
 - ▣ To City programs
 - ▣ To Village Centers
- Charlie Card passes
- Increased Parking sticker sales
- Increased numbers served through social services
- Increased pieces of Durable Medical Equipment

Goal: EFFECTIVE MARKETING STRATEGIES (See Awareness)

- Newsletter
- TAB- column, articles on special topics, 55 + page
- Presentations
 - ▣ Multiple venues
- Video - 2014
- Facebook presence
- Expanded list-serves for communications
- Representation on City Committees

Goal: CREATE PROGRAMS & SERVICES

- New Staff: Programs and Services
- Expanded fitness options
- LGBT advisory board and programs
- Trips: Theater, Museums
- Bird Walks
- Improved computer classes
- Friendly visiting/calling program
- Handyman service
- Theater workshop/programs
- New art classes
- Brain Wellness program

2015-2016

- Continue “Livable Strategy Group” work
 - Begin initial steps – self-education
- Library Program – three sessions
- New COA members to be recruited
- Present finding & implication of Needs Assessment
- Expand volunteer roles
- Expand transportation: frequency & destinations
- Initiate WHO/AARP Age-friendly/Livability process
- Expand programming beyond the walls of the center
- MORE, MORE, MORE.....