



AGE-FRIENDLYNYC

The Office of the Mayor
The New York City Council
The New York Academy of Medicine

Commission Initiatives 2010-2013

www.agefriendlynyc.org



building an age-friendly NYC

We love this city!



1 listen to lots of older people

I get stuck in the middle of the street when the light changes and cars have to wait for me.

My mom can't climb her stairs any more, and I don't know what to do about it.

I don't go out at night because there is no one to go with.

I like shopping in my neighborhood because they know me.

I don't want to retire and do nothing.

I wish I knew how to skype.

I like meeting new people.

People over 65 ride public transit only 54% of the national average.



1 in 3 volunteers is 55 years old or older.

S M T W T F S

Every day roughly 10,000 baby boomers turn 65 and will for the next 19 years.

2 share the data loudly



In New York State 129,522 grandparents are responsible for grandchildren who live with them.

84% of people over 65 say they need more time to cross the street.

700,000 of NYC workers are over 55. A person entering the workforce today can expect to work for 60 years.



3 create real citywide change



www.agefriendlynyc.org @AgefriendlyNYC

Age-friendly NYC

Age-friendly New York City is a collaborative effort led by the **Office of the Mayor**, the **New York City Council**, and **The New York Academy of Medicine**.

The initiative seeks to make New York City a better place to grow old by promoting an “age-in-everything” lens across all aspects of city life. The initiative asks the city’s public agencies, businesses, cultural, educational and religious institutions, community groups, and individuals to consider how changes to policy and practice can create a city more inclusive of older adults and more sensitive to their needs.

Age-friendly NYC is one of more than 150 members of the World Health Organization’s Global Network of Age-friendly Cities and Communities.

Under the direction of Jo Ivey Boufford and Ruth Finkelstein, the New York Academy of Medicine staffs the Age-friendly NYC initiative and serves as the WHO’s Collaborating Center on Ageing, Globalization and Urbanization.

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Introduction

Over the past five years, New York City has become an internationally recognized model and leader in creating a city where it is great to grow old. Traditionally, governments have only addressed the issues of aging through expensive health care and social services. Through the Age-friendly NYC initiative, a joint partnership between the Office of the Mayor, the New York City Council and The New York Academy of Medicine, New York has leveraged its partners across city agencies and the private sector to develop much a broader, comprehensive, creative approach to aging. From capital investment to low-cost simple fixes, the city's streets, parks, institutions, social services, small businesses and neighborhoods have improved dramatically for the benefit of older adults and for people of all ages.

The Age-friendly NYC Commission, seated in 2010, is composed of public and private sector leaders who are dedicated to and charged with making the City a better place to grow old. The Commission recognizes that older adults are the experts on their own needs and that their talents and skills are assets to the City. The Commission's main strategy of working is to consult older adults, test new interventions, evaluate them and disseminate if proven successful. The Commission has applied this strategy through establishing work groups composed of commission members and city stakeholders. The accomplishments of those groups are outlined in this report. Highlights include: 1,000 local businesses now better serving and attracting older customers; four new neighborhood-level initiatives called **Ageing Improvement Districts** and agefriendlycollege.org, a clearinghouse of opportunities for older adults at 40+ of the city's colleges and universities. These innovations intersect with 59 initiatives implemented across city departments, whose progress is concurrently reported on in *Age-friendly NYC: 59 Initiatives*.

This work is pioneering. New York recently won the "Best Existing Age-friendly Initiative" in the world from the International Federation on Aging, yet we have more work to do. People are living longer, and birthrates are low. In New York we will soon have more people over 60 than school-aged children for the first time in history. The majority of leaders in our businesses, civic organizations, and churches are older adults, yet most organizations do not have practices or policies that encourage people to remain active as they age. Much of our housing, infrastructure, social supports, and technology are not designed with the diversity of older New Yorkers in mind. And our social supports have only begun to recognize NYC's older adults are as diverse as New York as a whole. As we experience this unprecedented phenomenon, the Age-friendly NYC Commission looks forward to partnering across the city to address these issues. For more information and updates on Age-friendly NYC, please visit www.agefriendlynyc.org.

Age-friendly NYC Commission

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Employment



- INNOVATION
- FLEXIBILITY
- CREATIVE TALENT MANAGEMENT



H I R E
R E T A I N
E N G A G E
4 GENERATIONS
OF WORKERS



Origin

20% of NYC's workforce (700,000 people) are 55 and older and many want or need to work past traditional retirement age. During consultations with older New Yorkers in 2007, several challenges to employment were identified including the perceived reluctance to hire older workers, the need for upgraded skills, the pressures of balancing work-life issues, functional limitations, and the desire for "bridge" jobs that supported a gradual transition to eventual retirement. Because of the importance of older adults as workers, employment has been a focus of the Commission.

Plans

The Age Smart Employer Selection Committee will choose up to 10 winners by October 2013. The Selection Committee is comprised of a selection committee of business and civic leaders in New York City and chaired by Age-friendly NYC Commission member Robert Kaufman of Proskauer Rose. Winners will be honored at a ceremony in January 2014. Additionally, tools and resources will be produced to help employers become more age-smart.

Key Partners

- Alfred P. Sloan Foundation
- Age Smart Employer Research Advisory Panel
- Age Smart Employer Selection Committee

Press

"Transforming the Challenges of an Aging Workforce into Business Success"

AGenda Aging & Work Blog, April 3, 2013

"The Age Smart Employer Awards Competition is Open"

Press Release, NYAM, May 23 2013

"The New York Academy of Medicine Launches First Annual Age Smart Employer Awards"

Newsday, August 16 2013

"Awarding Age Diversity"

Andrea Doyle, *Incentive Magazine*, September 17 2013

Products

Compendium of Strategies and Practices can be found at www.agesmartemployer.com.

Accomplishments

1. In 2011, Age-friendly NYC, AARP, and The Bill and Melinda Gates Foundation co-sponsored a successful symposium that focused on challenges and solutions for preparing for an aging workforce.
2. In 2012, The New York Academy of Medicine (NYAM) was awarded a grant from the Alfred P. Sloan Foundation to develop and launch a new awards program honoring New York City employers who promote policies and practices that optimize the multigenerational workplace as part of a 21st century business strategy.
3. In November 2012, the Age Smart Employer Research Advisory panel, chaired by James Parrott from the Fiscal Policy Institute, convened to guide the development of a report that provides a review of current strategies and practices considered to be age-smart.
4. In Spring 2013, the Age Smart Employer Selection Committee, chaired by Robert Kaufman from Proskauer Rose was selected and announced.
5. In Spring 2013, the Age Smart Employer Compendium of Strategies and Practices was issued and the award competition was launched.

Local Business Initiative



Origin

During consultations with older adults in New York City, they expressed that they like to shop locally and are loyal customers to local businesses. However, older adults indicated that at times they felt less valued because of their age and that the physical layout and customer service of stores can be problematic. The Age-friendly NYC Commission's Business Workgroup, led by Robin Wilner, established the Age-friendly Local Business Initiative (AFLBI) in 2010. This initiative is designed to help businesses attract new customers and better cater to their existing older adult clientele. It provides education and support to businesses on how to make small age-friendly changes to their business and better market themselves to older consumers.

Key Partners

- Bennack-Polan Foundation
- AFLBI works with 20 business-serving organizations including the Queens Chamber of Commerce, Brooklyn Chamber of Commerce, Bronx Chamber of Commerce, the Grand Central Partnership, the Union Square Partnership, Westchester Square BID, Bed-Stuy Gateway BID, and the Myrtle Avenue Brooklyn Partnership. In addition, AFLBI works with the members of all four Aging Improvement Districts.

Press

"Gain 1 Million New Customers With the Age-Friendly Local Business Initiative"

- Grand Central Partnership, Aug. 29, 2012

"In Business? Consider Older Customers"

- Queens Chamber of Commerce, Sept. 11, 2012

"Seniors-Friendly Guide to Upper West Side Grocery Stores"

- *The New York Times*, Apr. 26, 2011

Products

An overview document, guidelines for businesses, an age-friendly local business guide, and lists of age-friendly businesses can all be found on www.agefriendlynyc.org. Visit the *Business* page under *Current Initiatives*.

Accomplishments

Since its establishment in 2010, AFLBI has had the following successes:

1. The program was successfully piloted in East Harlem
2. In 2011, it was expanded citywide and there are now 1,000+ businesses currently participating
3. A controlled study of select participating businesses demonstrated an increase in sales in comparison to businesses that did not participate. This study was made possible by the Bennack-Polan Foundation.
4. Partnerships were established with 20 business organizations to market the program to their membership
5. AFLBI workshops are being held with local chambers of commerce and business improvements districts
6. Best practices are shared with other age-friendly cities and communities nationally and internally

Neighborhoods



Origin

From Age-friendly NYC's inception, older adults have said that New York City is a city of neighborhoods, and that as they have aged the immediate area where they live has become more important. Older adults also said that each of the city's neighborhoods has its own challenges and strengths and that creative solutions must be developed organically in communities, not only through uniform citywide policy.

In 2010, as one of the first actions, the The Age-friendly NYC Commission's Aging Improvement District Workgroup, led by Arthur Webb, designed the innovative concept of Aging Improvement Districts to address these issues. An Aging Improvement District brings the concerns and suggestions of older adults in a specific neighborhood together with the leaders and resources of local businesses, non-profit organizations, city officials, and cultural, educational, and religious institutions to think strategically and make no- and low-cost improvements to make the neighborhood more inclusive of its older residents. Aging Improvement Districts also serve as incubators to test new policies and programs for the overall Age-friendly NYC initiative.

Key Partners

Council Members Melissa-Mark Viverito (East Harlem), Gale Brewer (Upper West Side), Albert Vann (Bedford Stuyvesant), and James Vacca (Pelham Parkway) have all been instrumental in ensuring the success of the AIDs. Coalition for the Improvement of Bedford Stuyvesant (CIBS) and Local Initiatives Support Coalition (LISC) have been the leaders of the Bed-Stuy AID. NYAM has taken a leadership role, if not the leadership role, in all of the AIDs. More than 100 organizations from around the city are involved as advisory group members to AIDs. More than 1,000 older adults have been involved in an AID.

Press

"Graying Gotham: Toward a Senior-Friendly City"

- THIRTEEN WNET, July 13, 2011

"City Developing 'Aging Improvement Districts'"

- *The Gothamist*, July 19, 2010

"The 'old neighborhood': East Harlem is city's first 'Aging Improvement District'"

- *Daily News*, August 22, 2011

"City Creates 'Aging Improvement District' in north-east Bronx to help improve daily lives of seniors:"

- *Daily News*, October 9, 2012

Accomplishments

1. Age-friendly NYC has established Aging Improvement Districts in four neighborhoods: East Harlem, the Upper West Side, Bedford Stuyvesant, and Pelham Parkway. Each AID has conducted community consultations with older adults, has an advisory group, and has created an implementation strategy.
2. The East Harlem, Upper West Side, and Bed-Stuy AIDs each hosted large community events (150-300 people) to share the findings of their community consultations and build support and enthusiasm for the initiative among older adults and community leaders.
3. The East Harlem AID was evaluated after its first year, and the initiative was found to have created fast change in the community, and to have inspired those who work with older adults to think more broadly about their needs and those who have never considered older adults a target population to adjust their work.
4. Several initiatives including the CityBench program, Senior Splash at public pools, the Age-friendly Local Business Initiative, and neighborhood-wide grocery guides developed out of aging improvement districts and were later replicated in other neighborhoods.
5. A toolkit to assist those interested in replicating the AID model or learning from its best practices was created, posted online, and distributed in hard copy to 1,000 people.
6. "Creating an Age-friendly NYC, One Neighborhood at a Time" can be found here: http://www.nyam.org/agefriendlynyc/docs/Toolkit_Report_0321-VA-new.pdf
7. Several New York City organizations and neighborhoods have been inspired by AIDs and adopted similar initiatives. The Brownsville Partnership and Abyssinian Development Corporation developed their own age-friendly initiatives in Brownsville and Central Harlem, in part because of inspiration from these districts. Council members in several other districts have met with Age-friendly NYC to develop ways to improve their work without launching a full district. The Actors Fund and Manhattan Plaza conducted a Seniors Community Survey that drew from lessons learned and tools used by the Aging Improvement Districts.

East Harlem Aging Improvement District



Origin

In March 2010, once the Age-friendly Commission had determined the principles of an AID, City Council Member Melissa Mark-Viverito and NYAM piloted the first Aging Improvement District in East Harlem. The process began with community consultations with more than 300 older adults. Key findings from these consultations include the following:

- Most older adults in East Harlem have lived in the neighborhood, often in the same apartment, for the majority of their lives. Those who know their neighbors feel safer and more supported.
- Having somewhere to sit inside and outside is very important to older adults and enables their independence and ability to actively participate in neighborhood life.
- 125th St. between Park and Lexington Aves. is an important intersection for older adults as a transportation hub and as the location of Pathmark and other businesses. There is near universal concern about the convergence of drug users, people who are homeless, and the high incidence of pedestrian injuries at the intersection.
- Almost all older adults do not use public swimming pools, but many say they would if there was a time they could be there without the crowds and regulations.

Key Partners

The East Harlem Aging Improvement District is led by NYAM and City Council Member Melissa Mark-Viverito. The AID has an Advisory Group with about 50 members. The Advisory Group brings together stakeholders from all sectors of city life, allowing for an exchange of ideas and encouraging discussion about how to best serve the older adults in the community.

Press

“The ‘old neighborhood’: East Harlem is city’s first ‘Aging Improvement District’”

- *Daily News*, August 22, 2011

“No Kidding Around: East Harlem Pool Offers Free Senior Swim Hours”

- *Daily News*, July 8, 2011

“East Harlem Businesses Kick Off ‘Age-Friendly NYC’”

- *CBS New York*, February 18, 2011

Products

“Growing Old in East Harlem”

- A 2010 Video from the East Harlem Aging Improvement District. Found on www.agefriendlynyc.org. Visit the Aging Improvement Districts pages under *Current Initiatives*.

Accomplishments

Initiatives out of the East Harlem AID have been so successful that they have led to citywide change. An evaluation of the pilot was conducted during its first year and showed increased partnership between organizations in the community, greater awareness of the range of changes needed to improve the neighborhood, and more people thinking about aging who previously had not.

Seating

The AID gathered recommendations for benches, and also did walk-throughs of the neighborhood to determine areas in need of additional seating. A list was given to DOT, who agreed to make East Harlem the top priority. This became the model for the CityBench program, which was launched outside the Covello Senior Center in East Harlem and is now replicated all over the city. There are currently more than 30 benches in East Harlem, with more expected to be placed.

200 chairs were distributed to East Harlem businesses, along with educational materials about better attracting and accommodating older customers with support from Senior Health Partners and in conjunction with the Age-friendly NYC Local Business Initiative.

Swimming

In 2011, senior-only swim hours began at the Thomas Jefferson pool, and due to the program’s high turnout (often 100+ people) and great success the Parks Department agreed to expand the special hours to 14 pools in 2012. In 2013, the program expanded to 15 pools and the Parks Department also placed water aerobics instructors at all participating pools.

125th Steet and Lexington Avenue

Age-friendly NYC created a report about the intersection of 125th St. and Lexington Ave, emphasizing the perspectives of older adults and offering recommendations. The report was shared with Community Board 11, which recently put focus on the intersection.

Connecting to Existing Resources

- Several advisory group members took steps to increase older adults’ access to their institutions.
- A senior committee was started at El Museo del Barrio
- Created a Summer 2011 calendar of free age-friendly events in East Harlem
- La Marqueta hosted monthly Senior Tuesdays
- East Harlem NY Public Library branches shared best practices to increase outreach to older adults

Upper West Side Aging Improvement District



Origin

The Upper West Side Aging Improvement District was launched in June 2010 by Council member Gale Brewer. The Upper West Side has one of the greatest concentrations of non-profit organizations, Naturally Occurring Retirement Communities (NORCs), cultural institutions and businesses in the city. An advisory group that initiated the project included leaders from these along with directors of the neighborhood's largest senior service providers.

The initiative began with 20 community consultations with older adults in English and Spanish in a wide range of settings from religious institutions to senior centers to an assisted living facility. The key findings from the consultations were largely in the areas of parks, plazas and public spaces, businesses, cultural institutions, and creating supportive living environments. The findings were shared at a community event on April 5, 2011, attended by city, non-profit, and business leaders, as well as 200 older adults. Solutions are currently being implemented based on these findings.

Key Partners

- Council Member Gale Brewer and her staff lead the AID.
- Advisors to the initiative include Council Senior Center, Goddard Riverside, Lincoln Square Neighborhood Center, Lincoln Square Business Improvement District, Alliance for the Arts, Project FIND, DOROT, Bloomingdale Aging in Place, and Community Board 7.

Products

"Becoming Age-friendly: Upper West Side"
- A 2011 Video from the Upper West Side Aging Improvement District. Found on www.agefriendlynyc.org. Visit the Aging Improvement Districts pages under *Current Initiatives*.

Accomplishments

The following are some of the AID's successes to date:

1. There are about 30 age-friendly businesses in the Columbus-Amsterdam Business District.
2. Council Member Brewer's office created an Age-friendly West Side Grocery Guide, outlining the local grocery businesses exhibiting the best practices for addressing the needs of older adults.
3. The Upper West Side Apple Store hosts computer classes for beginners before the store opens twice a week. The store manager designed a new curriculum for older adults, which is now also being used at the store's East 59th Street location.
4. Council Member Brewer initiated "Grow Green, Age Well," a group of four programs intended to help seniors eat greener and live longer. These efforts include matching greenmarkets with senior centers and the Westside Senior Supported Agriculture (WSSA) Food Box Program, a bi-monthly program that connects older adults with boxes of affordable, quality produce, and a change to Department for the Aging policy that enables local senior centers to buy food directly from farmers.
5. Council Member Brewer hosted an event for cultural institutions to present their special programming for children and older adults. NYAM staff have met with many of the neighborhood's cultural institutions to discuss ways they can become more age-friendly, including Lincoln Center, Carnegie Hall, and the Kaufman Center.
6. The Lincoln Square Business Improvement District created a "Community for All Ages" brochure and webpage, outlining the area's places to stop, sit, and relax, a listing of the area's free public art and monuments, public restrooms, and accessibility features. Age-friendly NYC also spoke at their annual meeting.

Bedford-Stuyvesant Aging Improvement District



Origin

Groundwork for the Bedford-Stuyvesant Aging Improvement District—the third in the city and the first in Brooklyn—began in November 2010 with conversations led by Age-friendly Commission members and Local Initiative Support Corporation (LISC) Executive Director Denise Scott. The AID was officially launched in 2012, with the goal of testing the replicability of the model; the pilot in Bedford-Stuyvesant was embedded into the Coalition for the Improvement of Bedford Stuyvesant (CIBS), a community organization to which strategic assistance and advisement were provided. LISC and NYAM have assisted CIBS in securing funding from the The Fan Fox and Leslie R. Samuels Foundation in 2012 and 2013.

In 2012, CIBS convened conversations with more than 200 seniors in the neighborhood to assess challenges and opportunities for the aging. A Bed-Stuy AID launch event and awards ceremony also convened about 100 older adults in the neighborhood, which resulted in vital feedback and ideas for moving the initiative forward.

Key Partners

The Coalition for the Improvement of Bedford-Stuyvesant (CIBS), the Local Initiative Support Coalition (LISC), and NYAM staff the Bedford-Stuyvesant AID. The Fan Fox and Leslie R. Samuels Foundation and Council Member Albert Vann both fund the work.

Press

“Bed-Stuy Launches an ‘Aging Improvement District’”

- *NY Daily News*, April 26, 2012

“Wisdom from our Griots: Bed-Stuy Seniors Share their Stories”

- A 2012 video from the Bed-Stuy Aging Improvement District. Found on www.agefriendlynyc.org. Visit the Aging Improvement Districts pages under *Current Initiatives*.

Accomplishments

1. The Coalition for the Improvement of Bedford-Stuyvesant has engaged the 100+ members of their existing networks to consider the needs and contributions of older adults. CIBS has put particular focus on the areas of housing and physical development, workforce development, business vitality, asset building, and social services. In addition, CIBS absorbed Council Member Al Vann’s Senior Action Committee and merged it with the work of the AID in fall 2012.
2. Free transportation from Bed-Stuy senior centers to the Brooklyn Academy of Music’s Senior Cinema series
3. From July through November, CIBS and GrowNYC provide produce boxes to seniors at three locations in the neighborhood to promote consumption of fresh, healthy, and affordable foods
4. Community surveys to identify locations for a dozen or more new public benches and seating through the Department of Transportation’s CityBench program—as a result, 10+ benches have been added to the neighborhood
5. CIBS hosted a number of workshops for older adults, including Lobbying 101 and bi-annual senior-only financial workshops at local senior centers
6. Partnering with Rebuilding Together NYC to provide home renovations for low-income seniors—homeowners qualify for up to \$1500 in renovations by volunteers

Pelham Parkway Aging Improvement District



Origin

The Pelham Parkway Aging Improvement District was established in 2012 by Council Member James Vacca. His office has convened over 30 organizations to join the Pelham Parkway Aging Improvement District Advisory Board, including representatives from health, social services, business, and higher education. Since last fall, the board has met regularly to discuss issues of interest to older adults in the district and in October the Aging Improvement District kicked off with an event, which was attended by City Council Speaker Christine Quinn.

Key Partners

The Pelham Parkway AID Advisory Board convenes representatives from more than 30 organizations, including: the AARP, Bronx Council on the Arts, the Bronx Chamber of Commerce, Einstein College of Medicine, Jacobi Hospital, Jewish Home Lifecare, Pelham Parkway Houses NORC Program, the Visiting Nurse Service of New York, and many others. The Office of Council Member James Vacca is also instrumental in coordinating efforts.

Press

“First-ever Aging Improving District in Bronx”
- Bronx Times, October 15, 2012

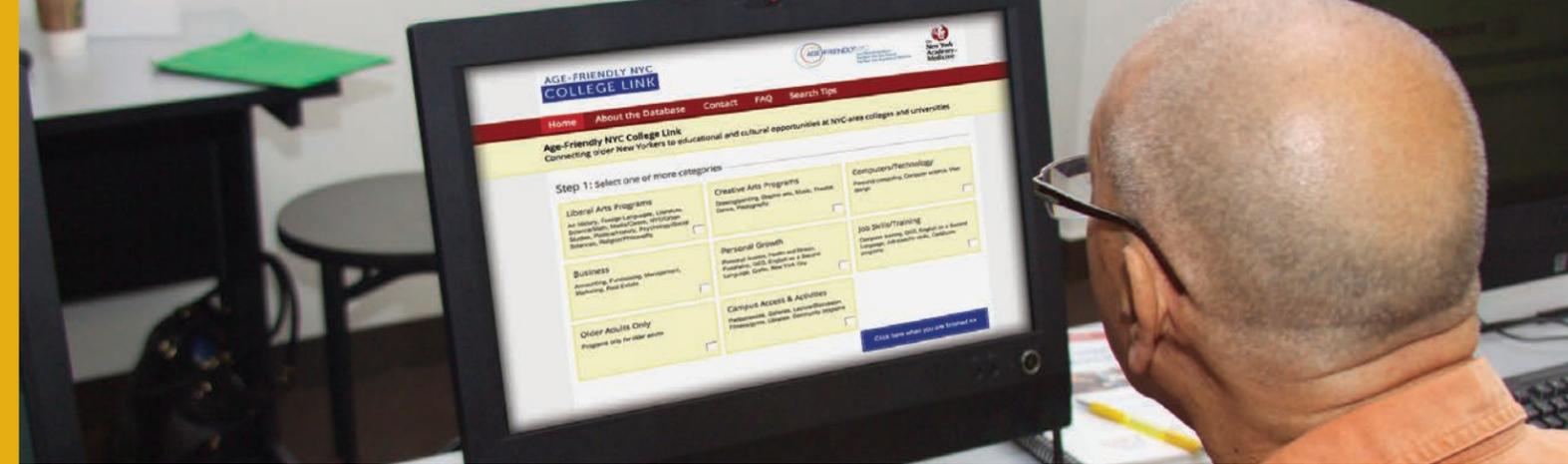
“City Creates ‘Aging Improvement District’ in north-east Bronx to help improve daily lives of seniors”
- Daily News, October 9, 2012

Accomplishments

In the first six months since the establishment of the Aging Improvement District, Council Member Vacca and the Advisory Board have been working toward an Age-friendly Bronx in the following ways:

1. Volunteer-led senior computer classes began at Throggs Neck Public Library, and a new partnership with Older Adults Technology Services (OATS) offered two free computer classes (English and Spanish) at RAIN Boston Road Senior Center.
2. The MTA’s MetroCard Bus is stationed at three different locations in the district to provide seniors with easier access to reduced-fare MetroCards, and AARP will administer a defensive driving course for local residents who are members.
3. Through a partnership with the Parks Department, there is a free weekly Shape Up aerobics class being held at the JASA Throggs Neck Senior Center through the spring, and Council Member Vacca’s Office sponsored a walk program at SUNY Maritime College.
4. Vacca’s office and ARIVA sponsored a free tax-prep event to help process tax returns for constituents at the Bronx House (990 Pelham Parkway South), catering to many seniors who live in the Pelham Parkway neighborhood.
5. Age-friendly NYC’s Age-friendly Local Business Initiative presented to members of the Bronx Chamber of Commerce, local merchant associations, and BIDs with the intent to engage more local businesses in age-friendly practices.

Colleges and Universities



Origin

Older New Yorkers have voiced a strong desire to continue learning, access skills training, and participate in the rich and vibrant communities of colleges and universities, but have limited access to them. Barriers to access include affordability, accessibility of information and offerings, availability of appropriate programs, and environments that feel unwelcoming to older adults.

The Age-friendly Schools, Colleges and Universities Workgroup, led by Linda Fried, the Dean of the Mailman School of Public Health at Columbia University, was established to bring together leadership from the city's colleges and universities to develop solutions that address this issue. In addition, leadership from the city's colleges and universities indicated that there is a great need to make aging a priority in institutional research agendas and in embedding the aging of the population and the issues of older adults into curriculum for students.

Key Partners

Each college and university that participated in the database conducted an assessment and provided information about what their school offers. This was prompted by a letter sent to the President or Dean of each institution from the Mayor and City Council Speaker, requesting that they each provide a contact person for the project who could collect information from various parts of the institution. More than 40 colleges and universities are a part of the database.

Press

"NYAM, NYC Mayor's Office, and NYC Council to Launch First-ever Age-friendly College Database to Encourage Older Adults to Return to School"

- NYAM, November 15, 2012

"Age-friendly College Link database featured on WCBS"

- WCBS Newsradio 880, November 27, 2012

"Age-friendly NYC College database aids learning"

- Wall Street Journal, November 15, 2012

Accomplishments

1. Surveyed NYC schools, colleges, and universities to determine existing opportunities for older adults
2. Launched the Age-friendly NYC College Link database in fall 2012, the first database cataloguing opportunities at the city's colleges for older adults. The website – www.agefriendlycollege.org – provides an easy way to learn about courses, programs, events, and activities available to older adults at many New York City colleges and universities. Some notable listings:
 - CUNY offers four free audited classes for New Yorkers ages 60+ with a \$75 registration fee.
 - Columbia University offers older adults select courses for one-third of the regular course fee.
 - Fordham University's College at Sixty program, which offers non-credit programs and free lecture series for adults 50 years and older, free access to many campus events, and a 50% tuition discount for Social Security recipients who matriculate through the College at Sixty program.
3. The database was profiled on prominent news outlets such as WCBS and the *Wall Street Journal*.

Disaster Preparedness & Response Initiative



Origin

In October 2012 during Hurricane Sandy, thousands of vulnerable people, many of them older adults, remained isolated in dark, unheated apartments without sufficient food, running water, or medical assistance.

Twenty-five of the 44 reported deaths in NYC were people over age 60. As a result the Age-friendly NYC Commission and NYAM felt compelled to focus on older adults and disaster preparedness and response to improve the outcome of future catastrophic events.

With funding from The New York Community Trust, led by Commission member Len McNally, and the Altman Foundation, NYAM has launched an initiative to engage multiple stakeholders to work collaboratively toward creating better formal and informal support systems for New York's community-dwelling older adults before, during, and after disasters and other mass emergency events, such as power outages and heat waves.

The initiative seeks to engage older adults and non-governmental organizations that are often critical partners in emergency response but are not traditionally involved in emergency planning. This informed and inclusive approach to preparedness and response will maximize assets to create more resilient and elder-friendly communities.

Key Partners

The Older Adults & Disasters Policy Advisory Committee convenes representatives from more than 40 organizations including the New York City Housing Authority, the New York City Department for the Aging, the Municipal Arts Society, AARP, the Gray Panthers, City Harvest, the Legal Aid Society, the Council of NY Coops and Condominiums, Hunter College, and many others. The initiative also engages five community-based partners, which include JASA, Red Hook Initiative, Hamilton-Madison House, Community Health Action of Staten Island, and the Shorefront YM-YWHA, who sit on the advisory committee, and lend a frontline perspective to the process.

Plans

In 2014, NYAM will issue a report with our findings, as well as recommendations for public agencies and private sector groups to better meet the needs and leverage the skills of older adults in disasters.

Press

"NYAM Launches Initiative to Help NYC Support Older Adults during Disasters"
- NYAM, February 25, 2013

Accomplishments

In 2013, funding was secured and the project's mission and planned activities were established. Building on the successful model of the Age-friendly NYC Commission, an Older Adults & Disasters Policy Advisory Committee was created to engage city government agencies, community and faith-based organizations, private industry, and the local business community.

The project has engaged in a range of data-gathering activities to establish a comprehensive understanding of the needs and assets of older adults in disasters, as evidenced by Hurricane Sandy. A total of 14 focus groups (135 participants) were run in Far Rockaway, Staten Island, Brighton Beach, Red Hook and the Lower East Side. Groups were facilitated in English, Mandarin and Spanish. Key informant interviews were conducted with 55 experts across a wide range of sectors on topics such as housing, pharmacy,

special needs registries, pets, technology, and volunteer coordination. A review of peer-reviewed and grey literature generated 125 relevant sources. Finally, an analysis of population-based and Sandy-specific data collected by partners such as the New York City Housing Authority and the New York City Department of Health and Mental Hygiene have provided additional context.

Professions



Origin

Creating an Age-friendly NYC requires a shift in policies, practice, and attitudes across all sectors of city life.

The city's many professional associations were identified as gateways to reach large groups of people open to thinking about their work in new ways and to seeing the aging of the population as an opportunity for professional growth. Age-friendly NYC staff focused on professions that were important to older adults. In addition, Age-friendly NYC Commission members became champions within their own professional organizations.

Key Partners

- American Institute of Architects (AIA-NY)
- New York Public Library
- New York City Bar Association
- Touro School of Pharmacy
- Cultural Institutions Group

Press

"Architects Take Rare Dive Into Politics"
- *Crain's New York Business*, May 28, 2013

Accomplishments

1. The American Institute for Architects New York Chapter (AIA-NY) started a Design for Aging Committee that has more than 60 members and has met every month for three years. Meetings have included guest speakers on a range of topics about age-friendly design. Most recently, in May 2013, AIA-NY hosted an all-day charrette called "Booming Boroughs," bringing together 100+ people of different disciplines to design solutions for four different types of housing typical to New York. AIA-NY also integrated age-friendly principles in its first ever Mayoral Platform in 2013. Age-friendly NYC Commission member Ed Mills has led much of this work.
2. The New York Public Library (NYPL) created a list of best age-friendly practices for librarians and shared it with branches and with the Queens and Brooklyn Public Libraries. NYPL also brought together the three library systems outreach coordinators to share best practices around older adults. And, NYPL partnered with the Department for the Aging to host borough-wide meetings of library branches and senior centers to share information, added special senior sections to its website, and has hosted classes, a technology "Petting Zoo," and panels to discuss issues important to older adults.
3. In 2011, the New York City Bar Association and the New York State Bar Association hosted an Aging and Life Planning Forum that brought together professionals in the areas of elder law, medicine, government, financial planning, and social services. At the Age-friendly NYC Commission's request, the New York City Bar Association also performed a review of all of their age-friendly activities. Age-friendly NYC Commission member Robert Kaufman shared this information with the Commission.
4. The Touro School of Pharmacy created a list of "Potentially Inappropriate Over the Counter Medications for the Elderly: A List for Pharmacists" after being inspired by the Age-friendly NYC initiative.
5. The Cultural Institutions Group, a group of the 33 cultural organizations in New York City that are operated as a public-private partnership, launched an aging committee to focus on promoting ways that members serve older patrons, largely inspired by Age-friendly NYC.

Communications & Public Engagement



Origin

The engagement of older New Yorkers and the city's civic leadership have been at the center of Age-friendly NYC from its inception. Age-friendly NYC is rooted in the belief that older adults are the foremost experts on their own lives and their own needs. Age-friendly NYC also understands that the political capital needed to bring about change in policies and attitudes can only come if older New Yorkers and New Yorkers of all ages are partners in the initiative and supportive of its tenets. At the same time, one of initiative's main findings has been that older adults are a population that often lacks access to information about what resources and opportunities are available to them. With over 170 languages spoken, 59 community districts, and limited resources, it has been an ambitious and challenging to task to engage the public on an issue that affects an entire population.

Press

For a links to all media coverage the initiative has received visit: agefriendlynyc.org/news-and-events

Accomplishments

Age-friendly NYC has progressed, neighborhood by neighborhood, with community consultations, focus groups, roundtables, and surveys to engage older adults about their daily lives and use their ideas and suggestions to shape positive change. Age-friendly New York City strives to engage the public on an ongoing basis. The East Harlem, Upper West Side and Bed-Stuy Aging Improvement Districts each hosted large community events (150-300 people) to share the findings of their community consultations and build support and enthusiasm for the initiative among older adults and community leaders.

1. Age-friendly NYC, with the support of City Council members, held community consultations with 2,000 older adults in 14 neighborhoods in six languages and with 10 different immigrant groups to conduct its initial citywide assessment. Expert roundtables were also conducted with more than 100 people. Community consultations through our Aging Improvement Districts have reached another 1,000 older adults throughout the city.
2. Since the launch of Age-friendly NYC in 2008, there have been 50 unique articles or news programs featuring the initiative's work, including several Associated Press

pieces, which ran in more than 100 different publications. Coverage included articles in the *New York Times*, the *NY Daily News*, *The Wall Street Journal*, *US News and World Report*, *Crain's Business Report*, *CBSNews*, the *Huffington Post*, and various New York neighborhood newspapers and international news organizations.

3. Age-friendly NYC has reached over 10,000 older adults and city leaders through presentations, discussions and tabling at fairs and festivals. Age-friendly NYC has also been invited to present the initiative in 10 different countries and has provided strategic assistance to several dozen cities around the U.S. and world.
4. Five videos about Age-friendly NYC have been produced, shown at events, and posted on the website. One is about the overall initiative. Three are about specific Aging Improvement Districts. The fourth highlights the Senior Swim program. The videos can be found at agefriendlynyc.org/multimedia.
5. Age-friendly NYC has its own website (agefriendlynyc.org) where individuals can learn about programs and events and use our tools and resources. Separate sites have also been created for the Age-friendly College Link database (agefriendlycollege.org) and the Age Smart Employer Award (agesmartemployer.org).

6. Age-friendly NYC now has an email contact list nearing 2,000 subscribers. We sent our first two e-blasts to the entire list this spring.
7. Age-friendly NYC launched Twitter (@AgefriendlyNYC) and Facebook accounts in 2013. Our Twitter account gains new followers every day through online conversations with key players.
8. In 2012, we began a new Age-friendly Ambassadors program to broaden our reach into neighborhoods around the city and to develop a core group of older adults to inform and advocate on behalf of the initiative. The first class of eight ambassadors was successful, with each ambassador promoting Age-friendly NYC in individual ways—most have presented Age-friendly NYC to groups in their neighborhoods (ranging up to 100 people), one has written about Age-friendly NYC for a community newsletter, one has taken up an activist project to further include older adults in Department of Transportation initiatives, and another attended a recent City Council hearing to support older adult access to the arts. The second class of enthusiastic volunteer Ambassadors is currently being trained.



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