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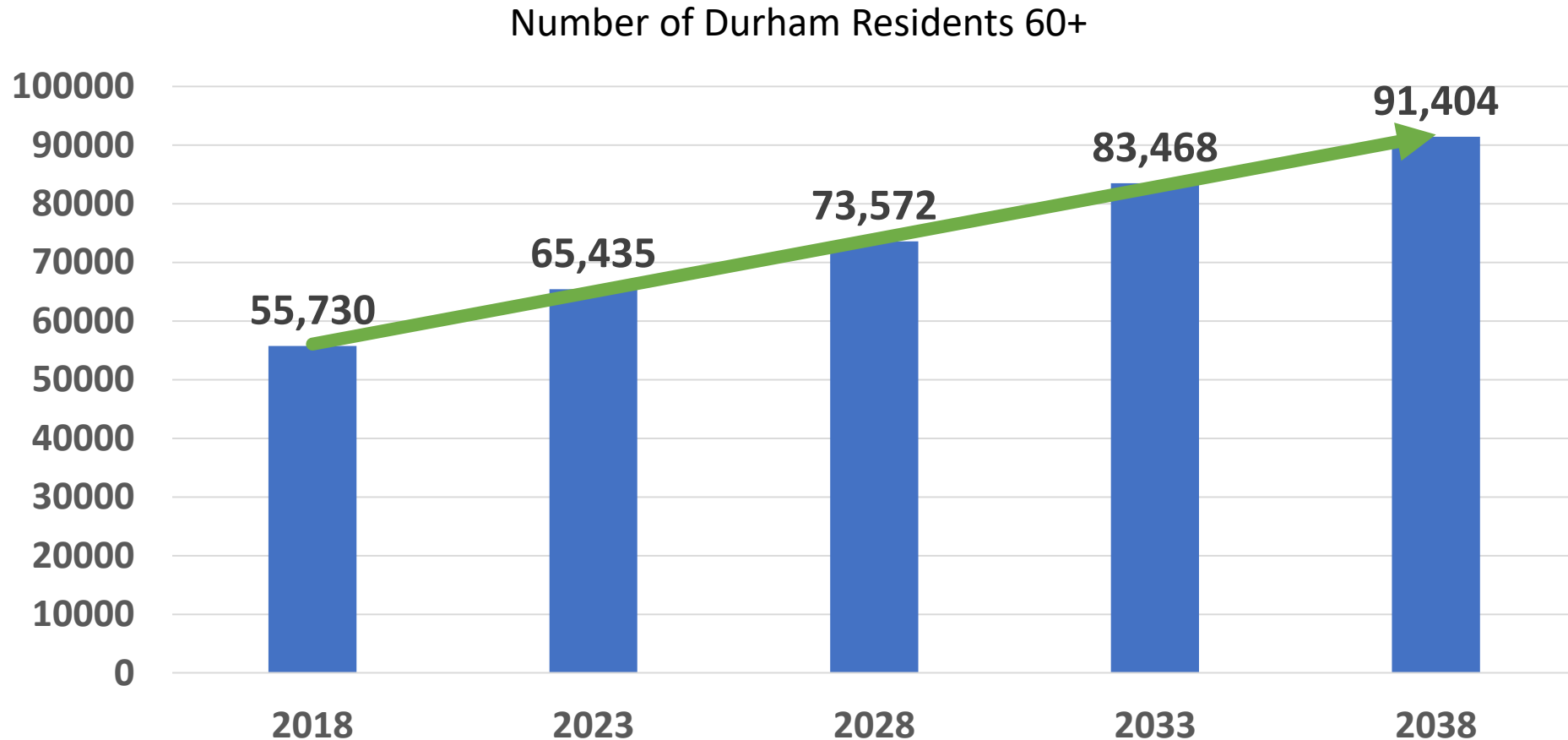
Durham Master Aging Plan (MAP) – Presentation to Durham Board of County Commissioners

Desired Outcomes

- A review of the Durham Master Aging Plan (MAP) timeline
- An overview of the mission, vision, values, stakeholders & process
- Initial recommendations of next steps for the Durham MAP
- An update about a current project that engages older adults in Durham about COVID-19

Current and Projected Demographics

Durham County 60+



Current and Projected Demographics

Durham County 60+

Ages	2018		2038		Percent Change from 2018 - 2038
	Number of Durham County Residents	Percentage of Durham County Population	Number of Durham County Residents	Percentage of Durham County Population	
0 – 19	82,881	26.6%	104,045	25.7%	+25.5%
20 – 59	173,038	55.5%	209,042	51.7%	+20.8%
60+	55,730	17.9%	91,404	22.6%	+64.0%
Total	311,649		404,491		+29.8%

Livable and Age-Friendly Community

“A Great Place to Grow Up and
Grow Old”

Age-Friendly
=
All-Friendly

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Goals of Livability

1. Feel safe in the community
2. Participate in community activities
3. Be treated with respect
4. Have access to safe, appropriate, and affordable housing and transportation

Goals of Livability

- 5. Have access to recreational opportunities and health service
- 6. Know what services and activities are available and have access to information by a means they prefer (e.g., online, in print, in person)
- 7. Be active, vital contributors to the economic, civic and social life of the community
- 8. Receive appropriate support if they can no longer safely maintain their independence in their home

Durham County Strategic Plan

Goal 2: Health and Well-Being for All

Strategy 2.2C Age-Friendly

Communities: Ensure an age-friendly community so everyone from birth to seniors can live well in Durham



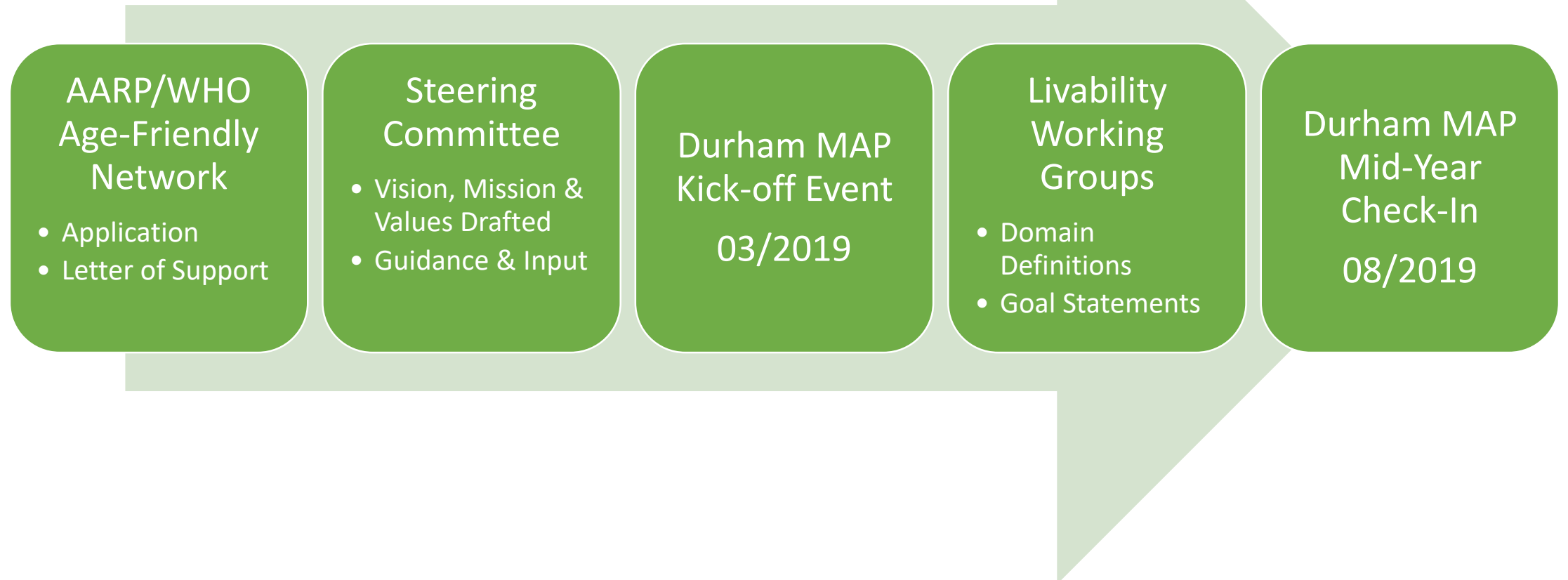


City of Durham Strategic Plan

Building a community that allows residents to live, work, and play safely, free from harm and hazards as well as fostering a cohesive, engaged, and diverse community where residents have equitable access to community resources and the opportunity for a high quality of life.

Durham MAP Timeline

January – August 2019



Durham MAP Timeline

August 2019 – Present



Durham MAP Mission

Working in concert with City and County departments, community members, the private and non-profit sectors; Durham will celebrate aging as well as meet the needs and engage the strengths of all residents toward the goal of building a safe, affordable, accessible, connected and inclusive community for all ages through its Master Aging Plan.

Durham MAP Vision

Durham is a thriving, vibrant, diverse and inclusive community that respects and values aging adults of all races, abilities and socio-economic status. It offers abundant opportunities for all residents to engage, live, work, worship, learn, play and age in-community with dignity by building a sense of belonging.

Durham MAP Values

The Durham Master Aging Plan holds and is committed to fostering the following values:

- Respect
- Inclusion
- Engagement
- Equity
- Diversity
- Dignity
- Worth
- Connectedness
- Capacity
- Self-determination
- Person-centered
- Joy
- Safety

Durham MAP Steering Committee Members

- Alvon Baldwin/Judy Kinney – Durham Center for Senior Life
- Nathan Boucher – Durham VA Health System
- Spencer Bradford – DCIA
- Betsy Crites – End Hunger Durham
- Taylor Davis – Durham City/County Emergency Management
- Janeen Gordon – DSS
- Monique Holsey – Hyman – NCCU
- Kenneth Johnson – NC Senior Tar Heel Legislature
- Anne Phillips – City of Durham Transportation Department
- Carmelita Karhoff – Dementia Inclusive Durham
- Peggy Kernodle – Durham County Cooperative Extension
- Grace Marsh – Durham County Sheriff Department
- Ellie McConnell – Duke University School of Nursing
- Jen Meade – Alliance Health
- Nick Park – Architect/Consultant
- Joan Pellettier – Chair, Durham's Partnership for Seniors
- Rosalyn Pettyford – NC Senior Tar Heel Legislature
- Beth Reeves – Aging 2.0
- Paula Reif – Retired Senior Volunteer Program
- Chris Rivera – Alliance of Disability Advocates
- Constance Stancil – City of Durham Neighborhood Improvement Services
- Gina Upchurch – Senior PharmAssist
- Chad Walker – Transitions LifeCare
- Mary Warren – Triangle J Area Agency on Aging
- Scott Whiteman – Durham City/County Planning Department

Durham MAP Livability Working Groups

Durham MAP Domains of Livability:

1. Outdoor Spaces & Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect & Social Inclusion
6. Civic Participation & Employment
7. Community Support & Health Services
8. Communication & Information
9. Elder Abuse, Neglect & Fraud

Durham MAP Livability Working Groups:

1. Transportation / Outdoor Spaces & Buildings
2. Housing
3. Social Participation / Respect & Social
Inclusion / Elder Abuse, Neglect & Exploitation
4. Civic Participation & Employment
5. Community Support & Health Services /
Senior Hunger & Nutrition

Durham MAP Process —



Domain Definitions



Goal Statements



Strategies



Indicators



MAP Design Process

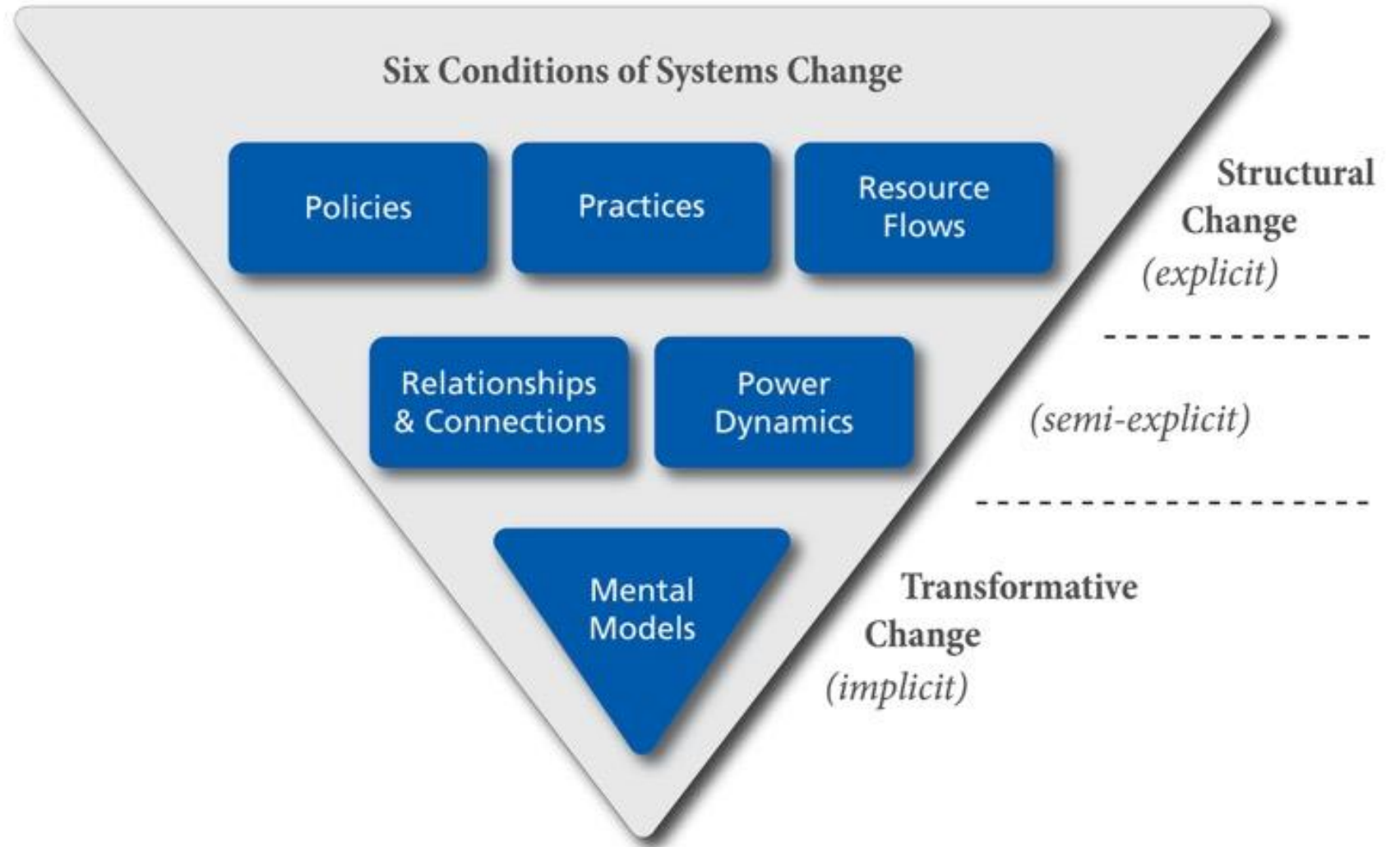
- Checking alignment between the domains' components as well as checking-in about language and concepts
- Sharing information about emerging initiatives at the local and state levels that are relevant to the MAP and quality of life for older adults
- On-going stakeholder engagement to bring-in new perspectives at the working group levels

MAP Cross-Cutting Issues

- Socioeconomic Status
- Racial Equity
- LGBTQI+
- Dementia
- Communication & Information
- Intergenerational Opportunities
- Social Isolation
- Safety/ Emergency Preparedness
- Accessibility



Photo by [Denys](#)
[Neyozhai](#) on [Unsplash](#)



Kania, John; Kramer, Mark; Senge, Peter. "The Waters of System Change." June 2018,

https://www.fsg.org/publications/water_of_systems_change.

Durham MAP Examples

1. Alignment with Current Initiatives
2. Applying an Aging Lens
3. Identifying New Ideas



Outdoor Spaces – Domain Definition

Outdoor space is available throughout Durham and meets the needs of all users. Green space and buildings are plentiful, affordable, accessible, well-maintained, beautiful, inviting and safe for all.

Alignment Example

Goal 1: Assess and improve current outdoor spaces to maximize beauty, use and access for all ages.

- Strategy 1 – Survey Durham’s outdoor spaces to better understand and prioritize where improvements are needed, with specific emphasis on hearing from community members who lack access to outdoor spaces that are well-maintained, beautiful, inviting, and safe.
- Indicators: GIS mapping to inform where to invest and acquire land for future park in under-served areas and ensure equitable project development that works toward the goal of 70% of residents living within a ten-minute walk to public parkland by 2040 (City of Durham Roadmap to Sustainability); Complete park audits with community members who live nearby.
- Lead Agency: City of Durham Parks & Recreation



Community Support & Health Systems/ Senior Hunger & Nutrition – Domain Definition

An age-friendly Durham has community supports and comprehensive health services that span the continuum of care, including sufficient nutrition, that residents can readily access and afford.

Applying the Lens of Aging Lens Example

Goal 1: Improve coordination among community-based, healthcare, and governmental organizations to engage and support individuals.

- Strategy 2 – Facilitate stakeholders working with older adults to participate in the implementation of NCCARE360. Provide ongoing engagement to ensure it is a useful information, referral, and service coordination tool
- Indicators: Older adult service providers utilizing NCCARE360; Participation in NCCARE360 Advisory Board
- Lead Agency: Durham Community Resource Connections for Aging & Disabilities



In an age-friendly
Durham, older
adults are free
from all forms of
abuse, neglect, and
exploitation.

Elder Abuse, Neglect & Exploitation –
Domain Definition

Durham MAP Example – New Ideas

Goal 1: Increase the capacity of the community to recognize and report abuse, neglect and exploitation.

- Strategy 2 – Increase Durham's understanding about elder abuse and promote the appropriate use of Adult Protective Services (APS).
- Indicators: Development of an APS brochure; Annual APS community outreach event; Documentation of the number of APS referrals by community members
- Lead Agency: Durham County Department of Social Services

September 2019

MAP Steering Committee Meeting

Desired Outcomes:

- Updates about Durham Master Aging Plan's working groups and August 8th check-in meeting
- Shared learning about how other communities have implemented Master Aging Plans (MAP)
- Draft implementation strategies for Durham MAP: stakeholders, funding, infrastructure, etc.



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Durham MAP – Implementation Infrastructure Identified via Working Groups

- Information dissemination strategies and resources needed - about MAP, specific domains (housing, transportation, outdoor spaces) and reframing aging
- Meaningful engagement specifically with communities that have been historically marginalized and excluded: LGBTQI+ older adults, older adults who have persistent mental health issues and are experiencing housing instability, older people who are or at-risk of being socially isolated & older people who have lower incomes

Durham MAP – Implementation Design

- What should be the role of the Steering Committee?
- What should be the role of the MAP working groups?
- Backbone organization(s)— is this a possibility for Durham?

Moving Forward

- Expand the Steering Committee and Livability working groups memberships. Who is missing?
- How to leverage other opportunities to engage older adults in Durham
- Exploring funding opportunities to support infrastructure for MAP implementation



Durham MAP Implementation – Initial Plans

- Steering Committee to transition from meeting quarterly to biannually
- The five Livability Working Groups to transition to Implementation Working Groups and would meet quarterly
 - Develop and monitor the action plans for Durham MAP strategies
 - Determine the timeframe for these action plans (e.g, short, long, medium)
 - Prioritize the implementation of these strategies based on funding and operational feasibility
- Estimated cost to facilitate these groups, maintain and expand stakeholder engagement, track the implementation progress and evaluation of the Durham MAP is \$25,000 per year



Durham MAP Celebration May 28, 2020

- Shared the finalized Durham MAP with the community
- A look back on the Durham MAP planning process, what worked well and what needed improvement
- Shared the next steps for the Durham MAP
- Fellowship and celebration of the Durham MAP planning process

Durham Partnership for Seniors and More: COVID 19 Response

Making Connections While Distancing - Partners

- Senior PharmAssist
- Durham's Partnership for Seniors
- CAARE: The Healing Center
- Community Health Coalition
- Durham Housing Authority
- El Centro Hispano
- End Hunger Durham
- Project Access of Durham County
- The Partnership for a Healthy Durham
- Durham Cooperative Extension
- Meals on Wheels of Durham
- Durham Center for Senior Life
- Triangle J Area Agency on Aging
- Durham Department of Social Services
- Durham County Health Department
- Duke Cancer Institute – Office of Health Equity
- Duke Clinical & Translational Science Institute - Community Engaged Research Initiative
- Margolis Center for Health Policy/Global Health Institute
- Center for Interprofessional Education and Care
- Aging Center
- School of Nursing
- Duke Community & Family Medicine
- Population Health Management Office/DukeWell
- Dementia Family Support Program
- Duke Community Relations

Durham Partnership for Seniors and More: COVID 19 Response: Making Connections While Distancing

Project Goals:

- Mitigate the social drivers of health exacerbated by COVID-19 and ensure that our most vulnerable Durham residents remain socially connected, despite being physically distant
- Connect older adults and other historically marginalized populations to telephone reassurance programs, critical resources and medically accurate information about COVID-19

Durham Partnership for Seniors and More: COVID 19 Response: Making Connections While Distancing

Two strategies:

- Recruit natural leaders, Community Health Promoters (CHPs), living in senior or public housing & other local Durham communities that are the most affected by COVID-19. The main role of the CHPs is to connect community members to available resources & disseminate clear, consistent and medically-accurate info about COVID-19
- Increase the capacity of The Triangle Nonprofit & Leadership Center to mobilize and match volunteers with agencies that have unique volunteer needs due to COVID-19

Durham Partnership for Seniors and More: COVID 19 Response:

Making Connections While Distancing

- 24 individuals in Durham are serving as CHPs for their communities
- CAARE: The Health Center, Community Health Coalition, El Centro Hispano, End Hunger Durham and the Durham Housing Authority provide organizational support to the CHPs
- From July – September, the CHPs participated in weekly peer-to-peer learning and education sessions

Durham Partnership for Seniors and More: COVID 19 Response: Making Connections While Distancing

Weekly sessions topics completed:

- An overview of the project and roles
- Updates about COVID-19 and Durham
- Active listening
- Census 2020
- Food insecurity
- Using technology for information and connection,
- Managing our health during COVID-19
- COVID-19 safety

And much more!





SI TENGO MÁS DE 65 AÑOS, ¿CÓMO ME INSCRIBO PARA RECIBIR LA VACUNA CONTRA EL COVID-19 Y OBTENER AYUDA CON EL TRANSPORTE?

Opciones:

Llame a la **División de Salud
Comunitaria de Duke** al **919-681-7356**

○

Llame al **Project Access** al
252-432-4593 (Waleska)

○

Complete este **formulario en línea**. Nos
comunicaremos con usted para
ayudarle a programar una cita.
<https://bit.ly/3dupx1F>



○

Si usted es paciente en la clínica **Lincoln**,
puede programar una cita al
919-956-4034

Este programa es una colaboración entre La División
de Salud Comunitaria de Duke, Project Access,
Autoridad de Vivienda de Durham, End Hunger
Durham, End Poverty Durham, Asociación de Durham
para Personas Mayores y Greenlight Ready.



Source: CDC



IF I AM OVER 65, HOW DO I SIGN UP FOR A COVID-19 VACCINE AND GET HELP WITH TRANSPORTATION?

Call the **Duke Division of Community
Health** at **919-681-7356**

OR

Call **Project Access** at **252-432-4783**
(Charlotte), **252-432-4861** (Jackie), or
252-432-4593 (Waleska, Español)

OR

Fill out an **online form**. We will contact
you to help schedule an appointment.
<https://bit.ly/2N6JS2j>

OR

If you are a **Lincoln** patient, you can
schedule an appointment at
(919) 956-4034

A collaboration between the Duke Division of
Community Health, Project Access, Durham
Housing Authority, End Hunger Durham, End
Poverty Durham, Durham's Partnership for
Seniors, and Greenlight Ready



Source: CDC



Thank You!