

BUILDING AGE-FRIENDLY COMMUNITIES TOGETHER

AGE-FRIENDLY INNOVATION CENTER



CELEBRATING FIVE YEARS OF PROGRESS



THE OHIO STATE UNIVERSITY

COLLEGE OF SOCIAL WORK

agefriendlycolumbus.org



“AGING IS NOT A PROBLEM TO BE SOLVED.

INSTEAD, IT’S MORE A QUESTION OF, ‘HOW CAN WE BE TOGETHER IN OUR COMMUNITY? WHAT CAN WE LEARN FROM ELDERS?’”

—TOM GREGOIRE, PHD
DEAN, THE OHIO STATE UNIVERSITY COLLEGE OF SOCIAL WORK



WELCOME TO AGE-FRIENDLY

THANK YOU TO OUR COLLABORATORS IN THIS WORK

- AARP OHIO
- AARP LIVABLE COMMUNITIES/AGE-FRIENDLY COMMUNITIES
- AMERICAN ASSOCIATION OF SERVICE COORDINATORS
- CATHOLIC SOCIAL SERVICES, SENIOR COMPANIONS PROGRAM
- CENTRAL OHIO AREA AGENCY ON AGING
- THE COLUMBUS FOUNDATION
- CENTER FOR URBAN AND REGIONAL ANALYSIS
- CENTRAL OHIO TRANSIT AUTHORITY AND MOBILITY SERVICES
- CITY OF COLUMBUS
- CITY OF COLUMBUS DEPARTMENTS OF PUBLIC SERVICE, PARKS AND RECREATION, AND DEVELOPMENT
- CITY OF COLUMBUS, OFFICE OF THE MAYOR
- COALITION OF AGE-FRIENDLY COMMUNITIES OF OHIO
- COLUMBUS CITY COUNCIL
- COLUMBUS FEDERATION OF SETTLEMENT HOUSES
- EMPLOYMENT FOR SENIORS
- FRANKLIN COUNTY BOARD OF COMMISSIONERS
- FRANKLIN COUNTY OFFICE ON AGING
- FRANKLIN COUNTY TOWNSHIPS, VILLAGES, AND CITIES
- GREATER COLUMBUS NETWORK OF VILLAGES
- KIRWAN INSTITUTE FOR THE STUDY OF RACE AND ETHNICITY
- LIFECARE ALLIANCE
- METRO MIDDLE SCHOOL
- MID-OHIO REGIONAL PLANNING COMMISSION
- NATIONAL CHURCH RESIDENCES
- OHIO DEPARTMENT OF AGING
- OHIO DEPARTMENT OF TRANSPORTATION
- THE OSTEOPATHIC HERITAGE FOUNDATION
- RED CROSS, GREATER COLUMBUS CHAPTER
- SENIOR SERVICES ROUNDTABLE

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**WE’RE KNOCKING DOWN
GENERATIONAL BARRIERS, AND WHEN
WE’RE NOT KNOCKING THEM DOWN, WE’RE
MAKING THEM MORE POROUS TO MAKE
PEOPLE MORE COMFORTABLE TOGETHER.
THAT’S WHAT A COMMUNITY IS.”**

—TOM GREGOIRE, PHD
DEAN, THE OHIO STATE UNIVERSITY COLLEGE OF SOCIAL WORK

In 2016, we joined the World Health Organization and AARP International Network of Age-Friendly Communities and thus our commitment toward creating inclusive processes, programs and policies. This work was done through robust community engagement, with older adults as our leaders in identifying challenges and ideas for solutions.

More than five years later, we can confidently say: This work is changing the landscape for older adults throughout Columbus — and since the project’s expansion in 2018 — all of Franklin County. The community impacts of this work reverberate beyond older adults, increasing quality of life for individuals of all age groups and abilities within and outside central Ohio, as our results are shared with partners across the United States and around the globe.

A program of The Ohio State University College of Social Work, we are uniquely positioned to move the needle. Harnessing the partnerships and resources of one of the nation’s most comprehensive land-grant universities, we improve social, built and service environments that support livability for people of all ages and abilities.

What sets us apart? Our participatory, community-based research approach that makes older adults our *partners* in this work, as well as our dedication to inclusive engagement. Indeed, we are most proud of the grassroots effort that drives this initiative forward. To the more than 1,500 older adults who have taken surveys and participated in focus groups, the 125 volunteers who have shared their experiences on committees, the over 80 students who ensure these efforts will be sustained long into the future through their research and engagement, and others who have made this work possible: Thank you.

And now, as we reflect on the program’s first five years of impact, we’re even more excited to look toward the future. Effective May 2021, our program has earned the title of “center” at the College of Social Work. The Age-Friendly Innovation Center, as it will be known moving forward, will build on the foundational work of the past five years to create an even more age-friendly future. Read more about the new center on page 28.

We all want to age in place, on our own terms — maintaining our independence as we grow older. Support for Age-Friendly Columbus and Franklin County, now the Age-Friendly Innovation Center, will make this possible.



**WHAT IS AN
AGE-FRIENDLY
COMMUNITY?**

A community that “recognizes the great diversity among older persons, promotes their inclusion and contributions in all areas of community life, respects their decisions and lifestyle choices, and anticipates and responds flexibly to aging-related needs and preferences.”



2016–2020

OUR FIRST FIVE YEARS, BY THE NUMBERS

2,430

older adults participated in surveys, focus groups and walk audits on inclusive planning

11,829

touchpoints with community members

2,000 EMERGENCY KITS AND 10,000 FILES OF LIFE DISTRIBUTED

9

transportation projects piloted

\$2 MILLION+

grant funding received by Age-Friendly to engage in research, teaching and community engagement

82 college students representing

14 disciplines engaged in work with older adults

28 local, regional and statewide committees enhanced by adding the age-friendly lens

DID YOU KNOW?

Franklin County's population of adults aged 60 and over is expected to double between 2010 and 2050. In the United States, the number of adults aged 65 and over is projected to be greater than the number of children under 18.



AGE-FRIENDLY VALUES



Provide safe and accessible indoor and outdoor spaces



Commit to honor respect, inclusion and social participation in our work



Ensure older adults can get where they need to go



Provide opportunities to work, volunteer and engage



Ensure older adults have access to housing



Recognize communication needs of older adults



Ensure the safety of older adults in the event of emergency



Ensure access to community and health services

2016

2017

2018

2019

2020

2021

2016 — Assessment

- Age-Friendly Columbus launched at Mid-Ohio Regional Planning Commission
- Advisory council, subcommittees and 50+ resident council formed
- Survey of Columbus residents age 50+
- Neighborhood walk audits and focus groups conducted
- **944** individuals participated in presentations, focus groups, walk audits and more

2017 — Planning

- Age-Friendly Columbus Findings Report released
- Councils and subcommittees reconvened to create strategic plan
- Community workshop co-hosted with AARP Ohio to test strategies
- Neighborhood walk audits and focus groups conducted
- Age-Friendly Columbus Strategic Plan released
- **1,113** individuals participated in presentations, focus groups and walk audit

2018 — Implementation

- Age-Friendly Columbus moved to The Ohio State University College of Social Work
- Age-Friendly Columbus expanded to Age-Friendly Columbus and Franklin County
- Awarded the Charles B. Jenkins Legacy Award by Employment for Seniors
- **4,487** individuals participated in presentations, focus groups, and strategy implementation and/or committees

2019 — Implementation

- Awarded the Council on Social Work Education's National Community Partnership Action Award
- Mobility-centered focus groups and community walk audits held
- Age-friendly mobility projects began with the Ohio Department of Transportation, Central Ohio Transit Authority, 99P Labs, Greater Columbus Network of Villages, Lyft Central Ohio and Clintonville-Beechwold Community Resources Center
- **4,907** individuals participated in presentations, focus groups, strategy implementation and pilot projects

2020 — Implementation

- Launched the Positive Aging campaign featuring local elders in central Ohio
- Created short-term programs in response to COVID-19
- Concluded final year of initial five-year program cycle
- **3,324** individuals participated in presentations, strategy implementation and pilot projects

2021 and Beyond — Toward an Age-Friendly Future

- Age-Friendly Innovation Center opens
- 2021 Regional Assessment on Aging and data dashboard ready to launch

COLLECTIVE IMPACT

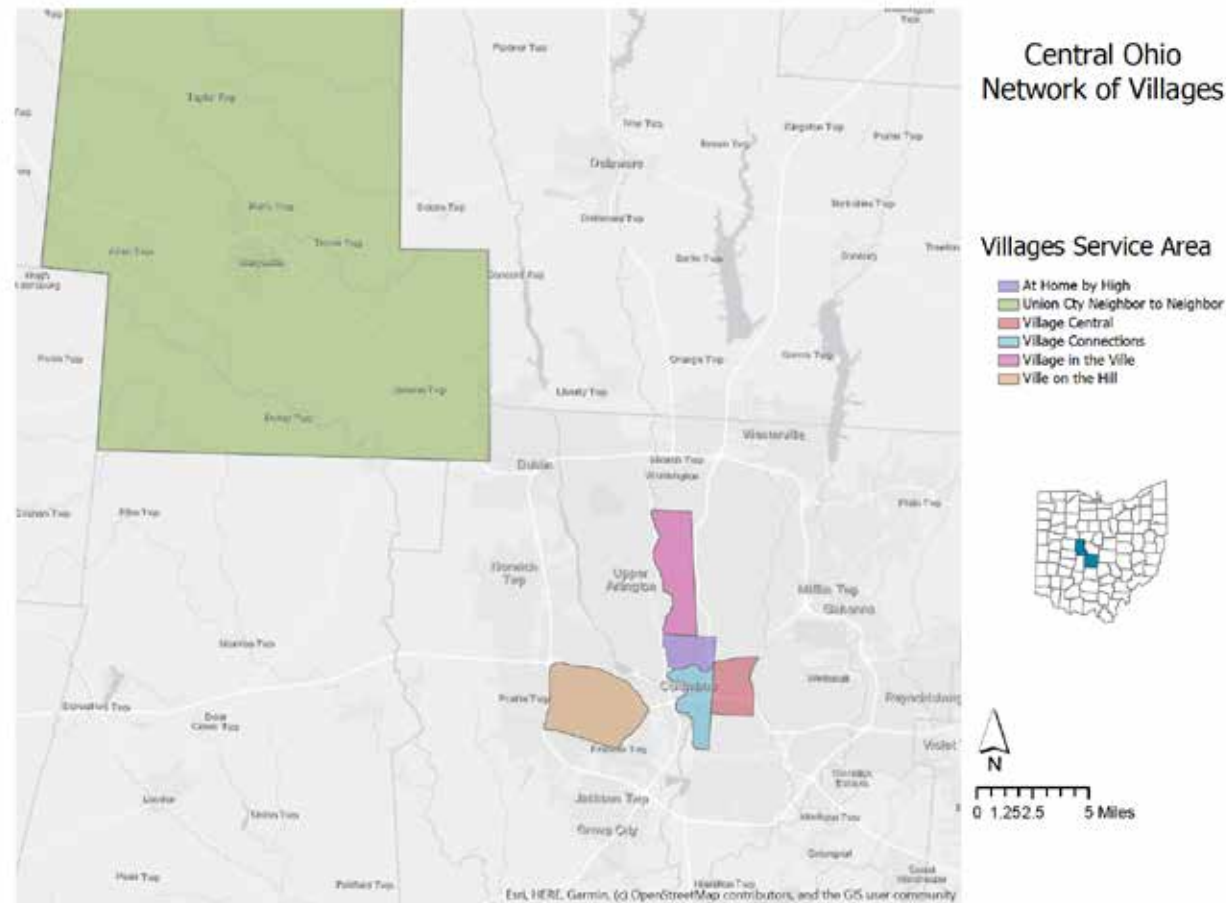
AGING IN PLACE

Greater Columbus Network of Villages

Age-Friendly Columbus and Franklin County is pleased to work with the Greater Columbus Network of Villages (GCNV), an innovative and inclusive approach to aging in place that helps to address the economic and social needs of Columbus' older adults.

Between 2017 and 2021, central Ohio grew from two villages to six. Age-Friendly partnered with the GCNV on many pilot projects, focus groups,

and other programs completed during this time. Village programs serve distinct areas of the city and focus on the unique needs of each neighborhood and community, while working together to stretch resources, share best practices, coordinate social activities, and provide an ever-stronger network of support to neighbors. Villages are grassroots, member-driven community organizations that empower older adults by providing engagement and connection.



Villages Outdoor Home Maintenance

An important part of aging in community? Ensuring that older adults are economically able to maintain their homes — including regular home maintenance and unanticipated expenses. When surveyed by Age-Friendly Columbus and Franklin County, 30% of older adults replied “No” or “I’m not sure,” when asked if they agree that they are able to maintain the outside of their home.

In 2020, through collaborative advocacy between GCNV and Age-Friendly, Columbus City Council provided new funding to Greater Columbus Network of Villages to assist with minor home maintenance costs for older adults.

BY THE NUMBERS

- Distribution of 50 ice melt kits
- Large tree removal
- Repair of front step handrail
- Purchase of supplies for a mobility ramp repair
- Purchase of rakes, gloves, lawn bags, a battery powered lawn mower and hedge trimmers
- Installation of a new handrail
- Sidewalk repair
- Gutter cleaning
- Installation of a storm door

COLLECTIVE IMPACT

MOBILITY

Safe Routes to Age in Place

In 2019–2020, Age-Friendly Columbus and Franklin County created and piloted the Safe Routes to Age in Place program to address transportation challenges faced by older adults who may not be interested in/able to drive and require access to a variety of transportation options.

Older adult residents from three Franklin County communities (Prairie Township, City of Westerville and the Near Eastside of Columbus) participated in the pilot study, which used the MyAmble app developed by the University of Texas at Arlington School of Social Work to track details of their daily transportation experiences during a two-week period. The data collected increased knowledge of older adults' transportation challenges and options and helped identify targeted infrastructure improvements and pilot programs to provide potential solutions.

With support from the Ohio Department of Transportation and in partnership with the University of Texas at Arlington School of Social Work, Age-Friendly Columbus and Franklin County created a report and toolkit to support other communities seeking Safe Routes to Age in Place. The documents, available at <https://agefriendlycolumbus.org/wp-content/uploads/2016/12/SRTAIP-Final-Report.pdf>, serve as a guide for communities to engage with older adults to find real-world solutions to mobility challenges.



Motor vehicle fatalities involving drivers and other road users ages 65+ increased 32% between 2010 and 2019.

—U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION

1,190 trips

recorded by older adults

72%

Improved Participant Mood



85%

Designated as Important



71%

Completed through Driving Themselves



RIGHT NOW, I CAN DO WHATEVER I WANNA DO. I CAN GO WHEREVER I WANNA GO, WHENEVER I FEEL LIKE IT. BUT AT SOME POINT IN TIME, THAT MIGHT NOT BE THE CASE. **THEN WHAT'S MY LIFE GONNA BE LIKE?**

—FRANKLIN COUNTY RESIDENT AND STUDY PARTICIPANT

Age-Friendly Transit

Age-Friendly Transit is a collaborative commitment to increase accessible, safe, and equitable mobility options for older adults and individuals with disabilities by decreasing barriers to utilizing fixed route transit. Over the course of three years, Age-Friendly, COTA, MORPC, COAAA, FCOA and Vision Zero Columbus have met continuously to work on intersecting goals. Increased funding for travel training, translation of paratransit brochures, and transit-specific focus groups with older immigrants and refugees have been completed, as well the submission of multiple co-agency grant applications.

Lyfting Villages

When volunteer-drivers are not available to transport members of the Greater Columbus Network of Villages, members can now be connected to transportation through Lyft, a rideshare app. Staff at Village in the Ville, At Home by High and Ville on the Hill coordinate with Lyft on behalf of their members — who receive the rides free of charge. Lyft drivers receive special instructions, such as how to help with mobility devices or carrying groceries at

riders' destinations. By using Lyft, older adults have access to reliable, affordable transportation so they may remain active members of their communities.

Lyft impact:

- 604 Lyft rides provided in one year
- 73 individuals participated in the pilot program
- 50-90 age range of participants
- 46% of rides were to medical appointments
- 3,595 total miles traveled through the pilot program

Neighborhood Circulators

The Neighborhood Circulators bus program also increases transportation options for older residents. Age-Friendly Columbus and Franklin County partnered with Clintonville-Beechwood Community Resources Center, Village in the Ville, Greater Hilltop Area Shalom Zone, Ville on the Hill and the Mid-Ohio Regional Planning Commission to offer neighborhood bus circulators to older adults. Bus stops were selected by older residents, and the service is operated by Clintonville-Beechwood Community Resources Center.

COLLECTIVE IMPACT

INTERGENERATIONAL INITIATIVES

Age-Friendly Student in Residence Program

Together, Age-Friendly Columbus and Franklin County and Ohio Living Westminster-Thurber began the Age-Friendly Student in Residence Program in 2018. The program aims to support the well-being of Ohio Living Westminster-Thurber residents and staff, introduce students and community members to the benefits of living and working in a life-plan community, and break down age-based stereotypes.

Age-Friendly Columbus and Franklin County provides ongoing support for the Student in Residence, who lives at Ohio Living Westminster-Thurber and has opportunities to interact with and be mentored by residents.

STUDENT IN RESIDENCE, BY THE NUMBERS

1 social work student, **1** city and regional planning student

17 months of intergenerational living

100+ engagements with intergenerational reciprocity



I SIGNED UP FOR NESTERLY AS SOON AS I HEARD ABOUT IT. THE EXTRA INCOME WILL ALLOW US TO MAKE THE HOME REPAIRS WE'VE BEEN DREAMING ABOUT. PLUS, WE LOVE THE IDEA OF HAVING A HELPFUL YOUNG PERSON AROUND."

—CLARA FLACK, COLUMBUS RESIDENT

NESTERLY, BY THE NUMBERS

27,000 bedrooms in the homes of adults 60 and older

\$436 average monthly rent paid to those who share their homes

\$100/month average savings for renters who help out with tasks

Nesterly

Intergenerational cohabitation can promote understanding between generations and help cities like Columbus provide affordable housing options for residents. That's why Age-Friendly Columbus and Franklin County and the Central Ohio Area Agency on Aging teamed up with Nesterly — "a service and online platform that makes it easy to homeshare with another generation," said Nesterly CEO Noelle Marcus, who co-founded the company during her graduate studies at MIT.

Older adult homeowners with an extra room in their home can sign up and create a profile on Nesterly.com, opening their home to a younger person in exchange for affordable rent — and sometimes negotiating discounted rent in exchange for tasks like grocery shopping, dog walking and tech support. Users are screened through a rigorous process that includes reference checks and national and criminal background reports.

Central Ohio is the second market for Nesterly, which first launched in Boston. "There's so much potential in Columbus to build intergenerational connections for residents who are looking for a mutually beneficial living environment," noted Marcus.



COLLECTIVE IMPACT

Metro Early College Middle School

What better way to promote intergenerational understanding and creative problem-solving than by linking older adults with middle school students?

Each January, Age-Friendly Columbus and Franklin County offers “Change AGEnts” at Metro Early College Middle School. In this class, students learn about ageism, the aging process and the international age-friendly cities movement, then apply their knowledge and skills to help solve a challenge experienced by older adults in the community.

In Their Own Words

“We can combat ageism in many ways. Making connections to older people. Be an effective communicator. Be RESPECTFUL. My experiences with the older people were very fun. I think my favorite part was all the crazy stories they shared with us.”

—METRO STUDENT

“Thank you for thinking of me and including me in today’s class! It was so interesting and mind opening to hear aging discussed in the context for a younger generation and I think it helped to expand my own perspective.”

—AGE-FRIENDLY SCHOLAR

“I thought that it was cool to meet an elder and see what they like to do and how they lived. My favorite part was when she said her worst memory/problem and how she then fixed it and everything was fine. I learned what ageism is and how not to be ageist.”

—METRO STUDENT

SINCE 2018

34 Change AGEnts classes have been held, enabling **591 student engagements**



99P Labs

Age-Friendly Columbus and Franklin County believes that person-centered, intergenerational connections can decrease ageism — and lead to better outcomes in research and innovation. So, when Ohio State hosted a research “pitch day” at 99P Labs, Age-Friendly was quick to get involved. Proposals included ideas for creating more sustainable, high-energy lithium batteries, building a “smart” roadway that can tell drivers and pedestrians what’s happening outside their line of sight, and Age-Friendly’s project to create a framework for testing, reviewing and enhancing mobility innovations for older adults and individuals with disabilities.

Following the pitch day, a cohort of Age-Friendly Scholars — an interdisciplinary team of students from Ohio State — and older adults participated in a series of innovation sessions at 99P Labs. Activities were documented in a variety of ways, including detailed meeting and field notes, photos, and videos.

At the first session, Scholars conducted an age-friendly review of 99P Labs, identifying potential barriers to participation and creating a list of suggested modifications for future events. The second and third sessions centered on specific topics related to technology and mobility, and the fourth session offered focus groups in six languages to understand how transportation and mobility challenges affect the diverse population of Franklin County residents.



1



2



3



4



5



6

1 Building Entrance

There is an automatic door button for accessibility; however, the timing is fast. Modification: The volunteer will assist with the door as needed. The door is wider than 32 inches.

2 Hallway

There is a non-permanent rug in a long hallway that leads to the meeting space. Removal: We will remove the rug to reduce tripping hazards. Addition: We will add two chairs for a place to rest.

3 Furniture Placement

There is less than 32 inches between furniture in current set up. Modification: We will configure the room to have at least 36 inches between furniture.

4 99P Labs Space Review

Ensure older adults and people with disabilities have a positive experience at 99P Labs and feel purposefully engaged through an age-friendly space review and competency trainings.

5 Neighborhood Ride Sharing

Learn likes and dislikes about an OnRamp neighborhood ride sharing concept and how to build trust between older riders and ride share drivers.

6 Vehicle Steering and Brakes

Gather ideas, information, etc. based on participant driving experiences.

ADVOCACY

Committee Contributions

Over the past five years, Age-Friendly Columbus and Franklin County has advocated for older adults on local, statewide and national committees:

National Committees

- AARP Livable Communities Age-Friendly Academic Research Collaborative
- America Walks Conference Planning Committee
- Gerontological Society of America 2021 Fellow
- Transportation Research Board Committee on Accessible Transportation and Mobility

Statewide Committees

- Coalition of Age-Friendly Communities of Ohio (CAFCO)
- Ohio Adult Day Services Network
- Ohio Department of Aging, Strategic Action Plan on Aging (SAPA) Advisory Committee
- Ohio Department of Transportation Older Road Users
- Ohio Grandparents/Kinship Coalition
- Walk.Bike.Ohio Steering Committee

Local Committees

- Age-Friendly COTA Working Group
- ADAMH of Franklin County, Board of Trustees
- Census 2020, Communications Subcommittee, Transportation Subcommittee, and Older Adult Subcommittee
- Columbus Advisory Committee on Disability Issues
- COTA Mobility Advisory Board
- Greater Columbus Network of Villages
- LinkUs Columbus
- MORPC Regional Housing Study
- Ohio Living Westminster-Thurber Board of Directors
- Senior Services Roundtable
- Smart Columbus Data Sub-group
- Upper Arlington Commission on Aging, Board of Directors
- Vision Zero Columbus



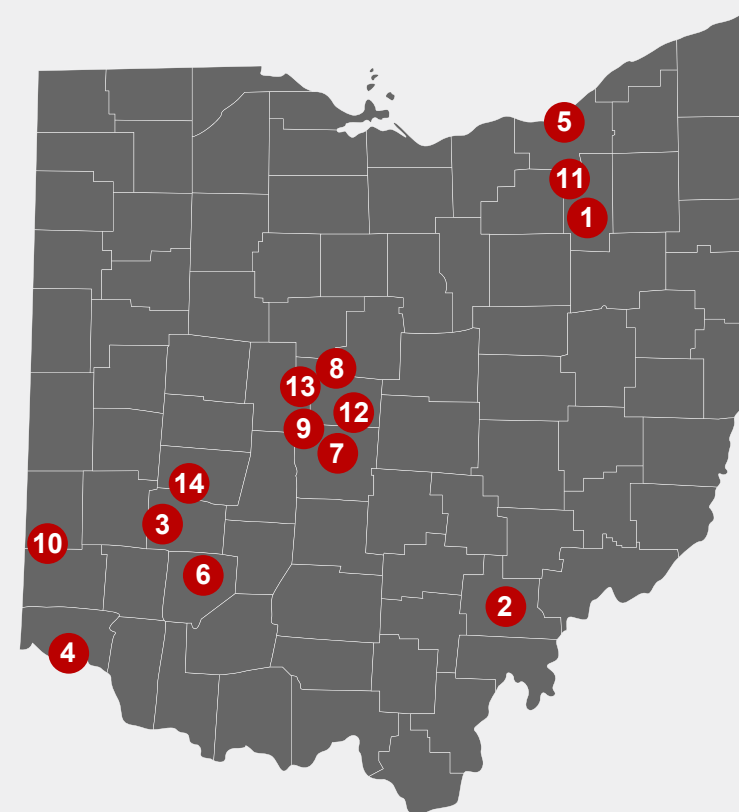
Coalition of Age-Friendly Communities of Ohio

Between 2014-2019, eight Ohio communities joined the WHO and AARP international network of Age-Friendly Communities (AFC). During this span, leaders of the member communities engaged in informal conversations, presentations and one-on-one mentoring. As interest continued to grow, the need for a more formalized network of AFC in the state became apparent. In 2019, Columbus and Cleveland convened communities from across the state to gather thoughts, concerns and interests of colleagues in working on age-friendly initiatives — and the Coalition of Age-Friendly Communities of Ohio (CAFCO) was created. There are currently 14 Ohio Communities engaged in the network.

CAFCO brings together member communities that elevate the knowledge and experiences of older adults with data-informed innovations to collectively create a state that is livable for

people of all ages. CAFCO members educate, mentor and support each other and the work of AFCs across Ohio.

A dashboard was created to view responses to common questions asked by multiple communities in Ohio which have completed their year-one assessments — including Akron, Cincinnati, Cleveland, Clinton County, Columbus, Oxford and Westerville. Currently the dashboard includes questions in the domains of personal characteristics, transportation, outdoor spaces, health and housing, and socialization, employment and accessing information. Users are able to select one community, all communities, or a cluster of communities such as urban, rural or suburban. In addition, the dashboard can be used to examine responses by age, gender and race. In the future, identifying common questions to be asked in reassessments and in first time assessments proactively will make this dashboard an even more helpful tool.



CAFCO is making communities more livable for nearly 3 million Ohioans.

Coalition of Age-Friendly Communities of Ohio

1. Akron, joined 2019
2. Athens, in progress
3. Bellbrook, joined 2020
4. Cincinnati, joined 2018
5. Cleveland, joined 2014
6. Clinton County, joined 2018
7. Columbus, joined 2015
8. Delaware County, joined 2018
9. Franklin County, joined 2018
10. Oxford, joined 2017
11. Summit County, joined 2020
12. Westerville, joined 2018
13. Worthington, in progress
14. Yellow Springs, joined 2019

ADVANCING AGE-FRIENDLY APPROACHES



Senior Services Roundtable of Columbus and Franklin County

The Senior Services Roundtable of Columbus and Franklin County (SSRT) is proof that concerned citizens can make an enormous difference. SSRT started in 2007, with Columbus leaders and activists who wanted to help older adults remain independent, as well as organizations serving older adults and caregivers including the Franklin County Office on Aging and the Central Ohio Area Agency on Aging. Together, they created SSRT, whose mission is to advocate for seniors and their families by identifying needs

SSRT, BY THE NUMBERS

1,000+ members representing **550 organizations**

110 total meetings

6,300 emails connecting seniors to their needs

130+ older adults connected to services

50 adults received durable medical equipment

and services that provide improved and safe living conditions, and to promote collaboration among public and private agencies and groups to implement solutions to satisfy these needs and services.

Age-Friendly Columbus and Franklin County is proud to partner with SSRT, which offers a clearinghouse of information and ideas to assist older adults — including during crisis situations. Members attend free monthly meetings and to receive emails alerting them to community happenings, continuing education, durable medical equipment, employment, public service announcements, service resources, senior connections and more.

Grey Green Alliance

Older adults are consistently identified as vulnerable to climate change. The increased frequency and intensity of extreme weather events pose a range of threats and opportunities for our aging world. The Grey Green Alliance is working to help communities be more climate resilient and prepared — making our communities more “livable” for people of all ages.

The Green Grey Alliance is a partnership between Ohio University and Age-Friendly Columbus and Franklin County, housed at Ohio State’s College of Social Work. The Alliance’s name represents both the “grey” older adult population and “green” environmental efforts, as well as the partnership between Ohio University and The Ohio State University with their respective signature green and grey colors.

The Alliance has created an emergency preparedness tool for older adults in Franklin County that seeks to mitigate their risk for climate change by providing information on hazards that will become more frequent and intense — like floods and heat events — and by providing information that helps older adults prepare for a changing world.

The work of the Grey Green Alliance will spread to other communities throughout the United States and even internationally, with resources and assistance from Age-Friendly Innovation Center.

To learn more or watch the interview, visit [youtube.com/watch?v=qmvddy8xioa](https://www.youtube.com/watch?v=qmvddy8xioa).



DID YOU KNOW?


Extreme weather events pose a range of disruptive and even deadly threats to older adults

More collaboration across sectors, among researchers, practitioners and older adults is needed to make communities more livable in a warmer world

Many climate-related challenges are common across communities, but important differences emerge between rural and urban settings and across geographies

Our Community:

**Better with older adults.
Better because of older adults.**

**Rusty and Rhonda,
Columbus Residents** 



Positive Aging Campaign

According to Age-Friendly Columbus and Franklin County's 2016 Findings Report, older adults are concerned that "there is a perception of ageism and negative stereotypes of older adults in the community." To counter this, Age-Friendly Columbus and Franklin County launched the Positive Aging Campaign in 2020.

The Positive Aging Campaign features the faces, voices and stories of local elders on commercials, billboards and other advertisements in central Ohio. The campaign showcases older adults representing a diverse array of populations — including race, sexuality, ability, religion and neighborhoods, to name just a few — who share their positive thoughts on aging.

These positive messages are important, as evidence suggests that ageist attitudes inhibit our ability to understand that activity, happiness, wellness and fulfillment occurs throughout our lifetime (McGuire, 2017).

Visit positiveagingcampaign.org to learn more.

POSITIVE AGING CAMPAIGN, BY THE NUMBERS

218 older adults and community-based professionals completed surveys to test campaign messaging

18 older adults took part in two focus groups to inform the campaign

13 older adults participated in the photoshoot

5 billboards received **5,654,407 impressions**

21 Tweets garnered 19.5K impressions, 2,565 profile visits, and a **300% additional followers**

6 presentations were made to **648 local and national attendees**

6 classes of 30 students/each at Metro Early College Middle School experienced the campaign

CAMPAIGN REACTIONS

"(You all) did a wonderful job today making everyone comfortable and feeling at ease. I always meet such interesting people plus run into old friends....at your events."

—PHOTOSHOOT PARTICIPANT

"I made a \$100.00 donation to the African American Wellness Walk on the behalf of the Positive Aging Campaign ... A family member gave me a few dollars to go treat myself and I decided what better way than to promote positive health for African Men and our families focusing on our Urban Communities."

—PHOTOSHOOT AND CAMPAIGN REVIEW PARTICIPANT

"(What) I learned is not all old people are the same and people age differently."

—METRO EARLY COLLEGE MIDDLE SCHOOL STUDENT

"I think that the meaning of the video is that age is only a number, not a brick wall of things you can't do."

— METRO EARLY COLLEGE MIDDLE SCHOOL STUDENT

COLLECTIVE IMPACT

COVID RESPONSE

As the COVID-19 pandemic disproportionately impacted older adults, Age-Friendly Columbus and Franklin County worked quickly to identify the needs of older residents and launch short-term interventions to provide emergency preparedness kits, food, personal protective equipment, social connection and technology through partnership with local organizations. Watch a video about our COVID response here: <https://www.youtube.com/watch?v=Tg5CmUOTAp&t=37s>.

Emergency Preparedness

With CARES Act funding from Columbus City Council, Age-Friendly Columbus and Franklin County sought to increase equity in recovery and resiliency during the pandemic. Age-Friendly Columbus and Franklin County partnered with service coordinators in older adult affordable housing buildings and the American Red Cross of Greater Columbus Chapter to order, coordinate and deliver emergency preparedness kits.

Necessity Bags

Thanks to longstanding relationships with a local settlement house, the Clintonville-Beechwood Community Resources Center (CRC), a network of local village programs and a cadre of volunteers, Age-Friendly Columbus and Franklin County collaborated on the delivery of “necessity bags.” Bags contained three to five days of shelf-stable food, necessities such as toilet paper and soap, a note of encouragement and more to older adults during the height of the pandemic. Between March 18 and July 31, 2020, CRC staff and volunteers delivered food and supplies to older adults in every zip code in the county. Ongoing, long-term support is in place for those who continue to face food insecurity.



1,500 residents in zip codes where older adults were most likely to be adversely impacted received emergency preparedness kits

“This is about the nicest gift you could give an older person. A lot of love went into this. Thank you very much.”

—NECESSITY BAG RECIPIENT

“Thank you so much for these care packages. They have been truly, truly a blessing. We needed everything in them, especially the COVID things.”

—NECESSITY BAG RECIPIENT

“By delivering that bag right to someone’s doorstep, we are saying, ‘We are here, we acknowledge you as a person, and we care about you and your well-being.’”

—CRC STAFF MEMBER

Friendly Phone Line

Age-Friendly Columbus and Franklin County created a friendly phone line for supportive telephone conversations during the first several months of COVID-related restrictions. The phones were staffed by 30 Ohio State College of Social Work students as part of their required field practicum, as well as staff from CRC and Age-Friendly.

Tablet and Wi-Fi Deployment

As COVID-19 restrictions limited in-person contact and increasingly moved interactions to online platforms, some older adults without internet access or technological devices were further isolated and disconnected. In conversations with service coordinators, Age-Friendly Columbus and Franklin County learned that the majority of older adult affordable housing buildings across the county lacked internet and device access.

Files of Life

In an emergency, every second counts. Having a File of Life helps emergency personnel quickly access life-saving medical and contact information. Age-Friendly Columbus and Franklin County and partners distributed 10,000 Files of Life across all Franklin County zip codes.

The line received **2,262 calls** and **130 hours** of conversations

Columbus City Council CARES Act funding enabled **55 iPads** and 12-month data cards, development of a user manual, creation of “digital free libraries” in 10 buildings and one village, and internet access for **765 older adults**

Partners in this effort included Franklin County Office on Aging, Central Ohio Area Agency on Aging, LifeCare Alliance, Greater Columbus Network of Villages, City of Columbus Division of Fire, Senior Services Roundtable, Whitehall Senior Center, Upper Arlington CARES and Commission on Aging, Service Coordinators.

“BEING PREPARED HELPS INDIVIDUALS AND COMMUNITIES BE MORE RESILIENT — OR BOUNCE BACK — AFTER A DISASTER. OLDER ADULTS TEND TO DISPROPORTIONATELY EXPERIENCE GREATER ADVERSE OUTCOMES DURING DISASTERS AND EMERGENCIES.”

— CORY PAUL, EXECUTIVE DIRECTOR, AMERICAN RED CROSS GREATER COLUMBUS



WE DO A LOT OF THINGS IN SOCIETY THAT SEPARATE PEOPLE BY GENERATION. WITH THE AGE-FRIENDLY INNOVATION CENTER, WE'RE STARTING TO CHANGE THAT. THE EXPLORATION OF AGING IS AN OPPORTUNITY TO MAKE OUR COMMUNITY WHAT WE ALL WANT IT TO BE."

—TOM GREGOIRE, PHD
DEAN, THE OHIO STATE UNIVERSITY COLLEGE OF SOCIAL WORK

Building on five years of work, we are excited to announce the **Age-Friendly Innovation Center**

This new center is the first university-based center in the nation to embrace the full spectrum of needs, opportunities and complex issues related to age-friendly communities — bringing to bear the resources, partnerships and brainpower of a top-tier research university with the expertise of older residents to transform our communities and make them more livable for all.

WHY A CENTER?

Becoming a “center” formalizes our existing academic, agency and industry partnerships and enhances the integration of age-friendly work into the college. But what does it mean for our community?



As the Age-Friendly Innovation Center, we'll be better positioned to:

- Increase community-based engagement and impact community partners — from small businesses to nonprofit human service agencies — to help us advance this work
- Recruit bright, curious, energetic students and faculty to work side-by-side with older adults to create change in communities in Ohio and across the United States
- Teach and empower the next generation of age-friendly researchers and leaders
- Innovate with unprecedented resources, talent and partnerships
- Secure grants and other competitive funding opportunities

Together, all of this means a more successful initiative — and more progress in our mission to make our communities age-friendly!

Visit agefriendlycolumbus.org to learn how you can get involved.

A UNIQUE APPROACH TO RESEARCH

As Ohio State College of Social Work Dean Tom Gregoire says, “When we say something works, it’s not because we *think* it does; it’s because we *know* it does.” That’s the difference research makes to an initiative like ours.

The Age-Friendly Innovation Center engages in community-based, participatory research that taps the knowledge and experience of older adults as we find new ways to improve the social, built and service environments around us. Since 2017, the Age-Friendly team has been awarded over \$2 million to engage in research, teaching and community engagement activities. This research translates to real-world advances that impact quality of life for all ages. The center has the capacity to study, build evidence-based knowledge and then disseminate what we learn — ensuring the age-friendly strategies we discover advance interdisciplinary knowledge and drive positive change in our communities.

RESEARCH, PUBLICATIONS AND TOOLKITS

Since moving to the College of Social Work in 2018, the Age-Friendly team has been awarded over \$2 million to engage in research, education, and community engagement.

Publications

Dabelko-Schoeny, H. & Moss-Pech, S.A.* (2021). The demographics of care management. *Generations*.

Krok-Schoen, J., Xu, M., White, K., Clutter, J., & Dabelko-Schoeny, H. (2021) White and black differences in access to health services and self-rated health among older adults in an age-friendly city. *Journal of Applied Gerontology*.

Dabelko-Schoeny, H. & White, K. (2021). What it takes to be and remain an age-friendly world. *Generations Today*.

Dabelko-Schoeny, H., Maleku, A., Cao, Q.*, White, K. & Ozbilen, B.* (2021). "We want to go, but there are no options": Exploring barriers and facilitators of transportation among diverse older adults. *Journal of Transport and Health*.

Cao, Q.*, Dabelko-Schoeny, H., White, K., Maleku, A. & Sheldon, M. (2021). "I wanna help, but my hands can be a little tied": The challenges and benefits of formal volunteering among low-income diverse older adults. *Journal of Gerontological Social Work*.

Ravi, K.*, Fields, N.L. & Dabelko-Schoeny, H. (2021). Outdoor Spaces, Transportation, and Environmental Justice: A Qualitative Interpretive Meta-Synthesis of Two Age-Friendly Domains. *Journal of Transport and Health*.

Dabelko-Schoeny, H., Fields, N.L., White, K., Sheldon, M. Ravi*, K., Robinson, S.*, Murphy, I. E. & Jennings, C. (2020). Using community-based participatory research strategies in age-friendly communities to solve mobility challenges. *Journal of Gerontological Social Work*.

Cao, Q.*, Dabelko-Schoeny, H., White, K. & Choi, M.S. (2020). Age-friendly communities and perceived disconnectedness: The role of built environment and social engagement. *Journal of Aging and Health*.

Choi, M.S.*, Dabelko-Schoeny, H., & White, K. (2020). Access to employment, volunteer activities, and community events and perceptions of age-friendliness: The role of social connectedness. *Journal of Applied Gerontology*.

Lee, K.*, Dabelko-Schoeny, H., Jedlicka, H. & Burns, T. (2019). Older adults' perceived benefits of equine-assisted psychotherapy: Implications for social work. *Research on Social Work Practice*.

*Indicates student work.

Highlights of conference presentations

- Federation on Ageing Global Conference on Ageing, 2018
- Transportation Research Board Annual Meeting, 2020
- Gerontological Society of America, 2018, 2019, 2020, 2021
- Women in Transportation, 2018
- AARP Livable Communities National Gathering, 2018, 2019, 2021
- Ohio Parks and Recreation Association, 2019
- Association of Pedestrian and Bicycle Professionals, 2019
- Older Lesbians Organizing for Change National Conference, 2019
- American Planning Association, Ohio Chapter, 2019
- Primary Care Veterinary Educators Symposium, 2019
- Society for Social Work Research, 2018, 2021
- EAGALA Conference, 2018

Student disciplines:

- City and Regional Planning
- Design
- Engineering
- Environmental Science
- Human Development and Family Sciences
- Business
- Public Health
- Nursing
- Optometry
- Occupational Therapy
- PreMed
- Psychology
- Public Policy
- Social Work
- Veterinary Medicine

AFC Program and Affiliated Honors and Awards

- 2021 The Ohio State University Community Engaged Scholars Award
- 2020 The Ohio State University Community Engaged Program Award
- 2019 Council on Social Work Education, Commission for Diversity and Social and Economic Justice National Community Partnership Action Award
- 2018 Employment for Seniors Charles B. Jenkins Legacy Award, which honors those who advocate for and serve seniors in Central Ohio

Toolkits and Resources

In addition to academic publications and presentations, Age-Friendly creates toolkits and resources to support easy replication of strategies and programs.

- Age-Friendly Business Review Checklist
- The Positive Aging Campaign, including "Button up ageism," photoshoots, and billboard campaigns
- Safe Routes to Age in Place toolkit
- Bringing generations together to find innovative solutions

Learn more at agefriendlycolumbus.org
Find us on social media @AgeFriendlyOH



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