

# 2022-23 Age Friendly Salem Action Plan



This is a supplemental document to the Age Friendly Salem Assessment, completed in 2018. The Action Plan is updated annually.

DOMAIN	GOAL(S)	ACTION ITEMS	DATES	ASSIGNED STAFF/GROUP
All	<p><b>Provide community wide education.</b>  <i>(What is an Age Friendly Community and Why is this important for Salem now and in the future?)</i></p>	<p><b>1. Speaker's Bureau:</b></p> <ul style="list-style-type: none"> <li>» Create Age Friendly Salem Script.</li> <li>» Recruit and train volunteers/staff to speak at local opportunities.</li> <li>» Create a list of community agency partners, business community, and general population groups.</li> <li>» Share vision of Age Friendly Action Team.</li> </ul>	<p>Initiated 2022-2023</p> <p>Ongoing</p>	Center 50+ Advisory Commission and Age Friendly Action Team.
All	<p><b>Raise TOMA* surrounding Age Friendly vocabulary and goals -</b>  <i>through speaking engagements and regular and consistent messaging surrounding Age Friendly mission and goals.</i></p> <p><i>*TOMA - "Top of Mind Awareness"</i></p>	<p><b>1. Recruit senior volunteers</b> to serve on a variety of boards and committees to represent the goals of an Age Friendly Community.</p> <ul style="list-style-type: none"> <li>» Recruit members to serve on Age Friendly Salem Diversity, Equity, and Inclusion (DEI) Committee.</li> </ul> <p><b>2. DEI to work on addressing all barriers identified</b> and discussed in the Salem Age Friendly Assessment.</p> <p><b>3. Speak at a minimum of two outreach events</b> each month for the course of 12 months.</p>	<p>Initiated 2023</p> <p>Ongoing</p>	Center 50+ Advisory Commission and Age Friendly Action team.
Transportation	<p>Increase awareness of available community transportation resources.</p> <ul style="list-style-type: none"> <li>» Increase usage/comfort with walking and bike riding.</li> <li>» Increase usage/comfort utilizing public transportation.</li> </ul>	<p><b>1. Support on-going outreach efforts to educate seniors</b> on public transportation, walking, biking and carpool options.</p> <ul style="list-style-type: none"> <li>» Partner with local transportation and mobility experts to create an annual senior-friendly mobility event.</li> <li>» Hold regular and consistent walk/ride events.</li> <li>» Support Seniors utilizing technology now used in transportation services.</li> </ul> <p><b>2. Perform Walk-Audits</b> in every geographic Village area annually.</p> <ul style="list-style-type: none"> <li>» Assist with identifying assets of health, wellness, and socialization in each neighborhood; and walking, bike, and bus routes to support living independently in their neighborhood.</li> </ul> <p><b>3. Consult with Age Friendly Salem</b> DEI Committee.</p>	<p>Summer 2023</p> <p>Ongoing</p>	Transportation Committee Age Friendly Action Team.

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Social Participation	Assist the community in creating events that are accessible and inviting to people of all ages and all abilities.	<ol style="list-style-type: none"> <li>1. <b>Recruit volunteers</b> to serve on a variety of committees and boards to represent the needs of older adults in the creation of community-wide events.                             <ul style="list-style-type: none"> <li>» Center 50+ Advisory Commission appoints one member to serve on committees or boards representing the needs of local seniors and to provide input on mobility issues, restroom demands, and parking limitations.</li> </ul> </li> <li>2. <b>Recruit a team</b> that includes people of all ages and abilities to create an Age Friendly Event tool box.                             <ul style="list-style-type: none"> <li>» Find donor/sponsor so that tool box can be provided free of charge to all (Accept donations when appropriate). Distribute 50 event tool boxes annually.</li> </ul> </li> <li>3. <b>Consult with Age Friendly Salem</b> DEI Committee</li> </ol>	Initiated Fall 2022  Ongoing	Center 50+ Staff and Outreach Volunteer Team.
Housing	Support older adults in remaining in their homes and neighborhoods as long as they choose. <ul style="list-style-type: none"> <li>» Recognizing that seniors need a “village” to support their desire to remain in their homes.</li> <li>» Also, recognizing that the concept of “living independently” includes some personal responsibility and behavior changes.</li> </ul>	<ol style="list-style-type: none"> <li>1. <b>Create the framework for Center 50+ Villages Network.</b> Support geographic areas in creating a network of seniors, volunteers, faith community, and schools to create a “Village”.                             <ul style="list-style-type: none"> <li>» Create a peer-lead Village in every geographic area throughout Salem. Roll-out 3 villages per year.                                     <ul style="list-style-type: none"> <li>» Within the structure of the Villages, provide education, resources and supports which assist seniors in remaining in their homes- focusing on accessibility and home safety.</li> <li>» Recruit churches, schools, and volunteers to be a “friend” to seniors in each village.</li> </ul> </li> </ul> </li> <li>2. <b>Offer emergency preparedness and resources that promote resiliency as a foundational piece in each village area</b> - a part of every new Village member’s orientation includes: emergency prep kit, added to reassurance call-phone tree, and support in creating a support system.</li> <li>3. <b>Consult with Age Friendly Salem</b> DEI Committee.</li> </ol>	Initiated March 2020  Ongoing	Heidi Miller/C50+ Staff and Volunteers.

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Housing	Deliver programs, activities, services, and resources through a mobile senior center model. Taking services to neighborhoods and front porches through the Wellness-on-Wheels Program provided by Center 50+.	<ol style="list-style-type: none"> <li><b>1. Recruit and train volunteers to provide Outreach Services:</b> Friendly Caller, Canine Corp, Friendship Brigade, Fix-it Brigade, and Tech Tutors.</li> </ol>	Initiated March 2020  Ongoing	Center 50+ staff and volunteers, agency partners.
Community Support and Health Services	Insure that older adults have access to community supports and health services.	<ol style="list-style-type: none"> <li><b>1. Deliver programs, activities, services, and resources</b> through a mobile senior center model. Taking services to neighborhoods and front porches through the Wellness-on-Wheels Program provided by Center 50+.</li> <li><b>2. Identify barriers to accessing supports/health services</b> - resolve those barriers.</li> <li><b>3. Deliver services to seniors</b> where they live.</li> <li><b>4. Support access to Technology</b> - education, equipment, and Internet access.</li> <li><b>5. Consult with Age Friendly Salem DEI Committee</b></li> </ol>	Initiated March 2020  Ongoing	Center 50+ staff and volunteers, agency partners.
Community Support and Health Services	Create an Age Friendly Business Certification Program, Preferred Age Friendly Business/ Resource Director	<ol style="list-style-type: none"> <li><b>1. Educate businesses on the value of becoming an Age Friendly Business.</b></li> <li><b>2. Help seniors connect to Age Friendly businesses and resources.</b></li> <li><b>3. Recruit Committee</b> to process Age Friendly Business Applications, provide required trainings, and perform site-visits.</li> <li><b>4. Recruit 50 businesses to become Age Friendly Certified</b> by end of year one.</li> <li><b>5. Work with Retirement Connection to recognize Age Friendly Businesses</b> in their Directory with a special asterisks and details on what it means to be an Age Friendly Business.</li> </ol>	September 2023	Age Friendly Business Committee and Retirement Connection Resource Guide.

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Community Support and Health Services	Improve and expand Technology Classes and Support. <ul style="list-style-type: none"> <li>» Purchase 50 Chromebooks w/ full Internet Access</li> <li>» Expand to 25 Volunteers to provide tutoring and tech support</li> <li>» Acquire funding to support monthly Internet Expense (needed by July 2022)</li> <li>» Offer classes to 20 seniors per month on using today's technology.</li> </ul>	<b>1. Fund and operate tech lending library</b> and on-going tech tutoring and classes.	Initiated March 2020  Ongoing	Tech Team, Volunteers, City of Salem, Grantors.
Civic Participation and Engagement	<ol style="list-style-type: none"> <li>1. Increase volunteer opportunities in Salem.</li> <li>2. Increase the percentage of older adults in the workforce.</li> <li>3. Identify and overcome potential negative stereotypes of older workers.</li> <li>4. Have seniors and the community recognize that planning for civic engagement is a key component of retirement planning.</li> </ol>	<ol style="list-style-type: none"> <li><b>1. Develop promotional messages and materials</b> to educate agencies and municipalities on the value of hiring seniors.</li> <li><b>2. Hold Annual Senior Career Fair and Hiring Event</b> - creating an event that connects non-profits to local seniors.</li> <li><b>3. Hold annual conference</b> on finding passion and purpose as you age.</li> <li><b>4. Create benefit structure or stipend program</b> to support volunteer participation. Remove barriers for low-income seniors to volunteer.</li> <li><b>5. Create Diversity, Equity and Inclusion Committee</b> focused on employment after 50 and barriers to civic engagement.</li> </ol>	Initiated September 2022  Ongoing	Age Friendly Salem Action Team, Goodwill Industries, and Oregon Employment Division.
Communication	Create a Communication Team	<ol style="list-style-type: none"> <li><b>1. Assist Center 50+</b> in creating an Age Friendly Communication Plan.</li> <li><b>2. Serve as a consultant to other agencies</b> seeking to create an Age Friendly Communication Plan.</li> </ol>	Initiated April 2023	Communication Committee, Age Friendly Action Team.