Building a better future for everyone.

Age-Friendly Minnesota Stakeholders Meeting
June 16th 2021
A JOURNEY TOGETHER

Creating Age-Friendly Minnesota is the work of many partners, teams, stakeholders and communities. This work is not beginning today. We are contributing to the efforts of many and aim to develop communications that can support this journey as it evolves in years to come.
AGE FRIENDLY MN PROCESS

2020
- Governor Walz’ executive order to establish Council on an Age-Friendly Minnesota
- Age-Friendly Council develops and issues recommendations

Q1 2021
- Council drafts Age-Friendly MN legislation

Q2 2021
- Planning for statewide community needs assessment: reaching underrepresented groups
- Develop marketing & communications for AF MN

Q3-4 2021
- Implementation
- Legislation
- Engagement
AGE-FRIENDLY WORK IN MOTION

Gathering community voices

Developing a community needs assessment toolkit

Outreach to tribal elders

Creating age-friendly communications
AGE-FRIENDLY MN

PROJECT DESIGN
• Phone Interviews
• Focus Group
• Identify Needs & Gaps

PROJECT SCOPE
• Representation
• Accessibility
• Domains

OUTCOMES
Toolkit

PROJECT UPDATE
# of interviews

AGE FRIENDLY minnesota
GrayHall

A management consulting firm specializing in:
- Research
- Evaluation
- Planning
- Communications

WEB grayhall.com  PHONE 651.222.8333  EMAIL info@grayhall.com
Age-Friendly Needs Assessment Toolkit

**Purpose:** To learn about service gaps experienced by a broad spectrum of older adults in Minnesota, with deliberate attention to tribal, racial, disability, geographic (rural to urban), and gender diversity.

**Data Sources:** Minnesota adults ages 60 plus, including immigrant, refugee, American Indian, Asian, Black, Latinx, White, and LGBTQ+; and those with disabilities, low incomes, and veteran status.

Age-Friendly = Older adults and people of all ages
Progress to Date

• 32 aging reports reviewed
• 1 bibliography on aging completed
• 1 glossary underway
• 12 existing age-friendly domains identified
• 1 new age-friendly domain suggested (Healing Communities & Nations)

• 8 possible content categories
  • Get ready
  • State demographics on aging at a glance
  • Choose method
  • Gain permissions to collect data
  • Agree on data ownership
  • Collect data
  • Analyze/Report findings
  • Provide data use suggestions
  • Use data
Center for Rural Health
School of Medicine and Health Sciences
Grand Forks, ND 58202-9037
Tel: 800-896-7628
Fax: (701) 777-6779
http://www.nrcnnaa.org
National Resource Center on Native American Aging (NRCNAA)

- Nearly 27 years serving tribes, Alaska villages, and Hawaiian homesteads.
- Located at the University of North Dakota, School of Medicine & Health Sciences, Center for Rural Health.
- Funded by the Administration for Community Living (ACL).
- Two sister centers in Alaska and Hawaii.
**Mission:** identify and increase awareness of evolving Native elder health and social issues.

**Vision:** is to empower Native people to develop community-based solutions while honoring and helping to maintain cultural values.
Needs Assessment Data

- General health status of Native elders
- Indicators of chronic health
- Activities of Daily Living
- Screenings
- Indicators of visual, hearing, and dental
- Memory and Disability
- Health Care Access
- Tobacco and alcohol use patterns
- Diet, nutrition, and exercise
- Social support pattern and housing
- Social Functioning
- Use and acceptance of services
- Demographics
NRCNAA Research Method

- Process data results
- Tribe owns data
- Administer the surveys
- Trained staff or volunteer
- Elder count
- Send surveys guides
- Tribal resolution
Needs Assessment Participation

Cycle I
9,403 Elders
190 tribes

Cycle II
10,743 Elders
342 tribes

Cycle III
15,565 Elders
268 tribes

Cycle IV
18,089 Elders
234 tribes

Cycle V
17,049 Elders
262 tribes

Cycle VI
18,134 Elders
267 tribes

Cycle VII
23,427 Elders
198 sites

Total N = 112,863 surveys
- **Wisdom Steps**
  - 20 years working with MN Tribal Elders
  - Preventive Health Programs
  - Over 400 Tribal Elders

- **Survey**
  - Ensure a culturally relevant survey
  - Securing appropriate permissions
  - Administering survey in partnership with communities

- **Data Analysis/Results**
  - Develop useful data deliverables for the participating MN tribes and stakeholders
  - Continue to serve as a resource
NAVIGATE CHANGE
COMMUNICATE THE FUTURE
EXPAND POSSIBILITIES
Our Goals

- Listen to our communities
- Create a shared vision for Age-Friendly Minnesota
- Reflect and engage the unique and diverse communities across the state
- Develop useful materials for today, and a design system that can grow over time
APPROACH

Building a better future for everyone.

Develop friendly, approachable materials that invite people from all communities, ages and backgrounds to engage in this work.
COMMUNICATIONS PLAN

KEY MATERIALS IN DEVELOPMENT

Age-Friendly Minnesota

Build communications that inspire, engage and empower communities to pursue a more Age Friendly Minnesota.

Align

Develop a unified and aligned story, messaging and graphic direction.

Inspire

Design a website that can act as a hub for engaging in Age Friendly work across the state of Minnesota.

Engage

Develop Toolkits (virtual) for statewide dissemination that can support those who engage in this work.

Empower

Provide Community Activation Materials for communities to help spread the word about Age Friendly Minnesota, and to engage more deeply in this work.

Encourage

Develop materials that help Age Friendly communities celebrate the work they have already done or are currently engaging in.

Energize

Create opportunities for community leaders to connect, share, learn and advance this work ongoing.
WHAT’S NEXT

1. Needs assessment toolkit rollout

2. Send your ideas and questions to MN.DHS.AgeFriendlyMN@state.mn.us

3. Let us know if you want to stay updated via email

4. Watch for a follow-up stakeholder meeting later this year

5. Join or help initiate an age-friendly effort in your community