

Age Friendly Designation

**World Health Organization
AARP**

**Kerry Marsalek, MA, Office on Aging Manager
Parks and Recreation Department
City of Clearwater**



CLEARWATER: The Age Wave is Here

28.2%

**Clearwater's age
60 and older
population**



Strategic Efforts

- **2002 Issued Resolution to be Elder Ready**
- **Established diverse, interdisciplinary committee and completed “Report Card for Well and Frail Elders”**
- **2006 Created Office on Aging**
- **Conducted two Comprehensive Needs Assessments (2006, 2019)**
- **Developed and Implemented Aging Well Master Plan**

Strategic Efforts

- Established multi-service Senior Center and replicated model at other city sites



Strategic Efforts

- **Cultivated strategic partnerships**
 - **Tivity Health**
 - **BayCare**
 - **USF Aging Studies**
 - **Area Agency on Aging of Pasco Pinellas**
 - **Senior Citizens Services, Inc.**

Strategic Efforts

- Cultivated evidence-based wellness programs at multiple city sites.



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Background

- **World Health Organization Global Network of Age Friendly Cities and Communities**
- **AARP is the United States affiliate of the international effort**

Focus: 8 Domains of Livability

1. Outdoor Spaces and Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Work and Civic Engagement
7. Communication and Information
8. Community and Health Services

Age Friendly – 5 Year Process

Years 1 to 2

- **Planning**
 - **Involve older people**
 - **Conduct Assessment**
 - **Develop Action Plan**
 - **Identify indicators**

Age Friendly – 5 Year Process

Years 3 to 5

- **Implementation**
 - Implement action plan
 - Monitor indicators
- **Evaluate Progress**
 - Measure progress
 - Identify successes and remaining gaps
 - Submit progress report

Why Join the Age Friendly Network?

- **Clearwater has demonstrated its commitment to cultivating a lifelong community for our residents**
- **Age Friendly further strengthens this commitment**

Why Join the Age Friendly Network?

- **WHO Global Network for Age-friendly Cities and Communities fosters the exchange of knowledge and mutual learning between cities and communities worldwide**

Age Friendly: Engage Community

Utilize proven and diverse methods to engage older adults in the process

- a comprehensive older adult needs assessment; focus groups, community forums and expert interviews
- Explore new methods

Age Friendly: Our Contributions

- We hope to contribute through strategic expansion and adoption of age-friendly practices in the eight domains of livability



Age Friendly: Desired Results

**Clearwater is more inclusive,
accessible and thriving for
people of all ages.**

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