



For Immediate Release

CREATING AN AGE-FRIENDLY AMERICA

New online database, research, and tools from Community AGEna will help cities and towns prepare for, benefit from growing number of aging Boomers

Washington, DC (April 3, 2013) — With America's population aging fast, most communities still have work to do to become "age-friendly" – that is, great places to grow up and grow old. To accelerate efforts underway in five communities and to encourage others across the country, Community AGEna, an initiative of Grantmakers In Aging (GIA) supported by the Pfizer Foundation, today released a set of important tools and resources to inform and inspire planners, philanthropies, and others seeking to build a more age-friendly future. These materials are available free online at www.GIAging.org/programs-events/community-agenda/community-agenda-resources.

The tools include *Age-friendly America*, a searchable online database with contact information and background on more than 200 age-friendly projects; *Age-Friendly Communities: The movement to create great places to grow up and grow old in America: An introduction for private and public funders*, an overview of the goals and accomplishments in the field to date; and *Aging Power Tools: A curated selection of resources to promote stronger, age-friendly communities*, a robust collection of tools from top practitioners.

Age-friendly communities: the value proposition

"We think that every community in America could benefit from this forward-looking approach," said John Feather, PhD, CEO of Grantmakers In Aging. "For foundations and other funders looking for maximum long-term impact, it's hard to beat *age-friendly community development*, which is highly collaborative, adaptable to diverse communities, and offers benefits for residents of all ages."

"The aging of America represents a profound societal change that we're living through right now," said Caroline Roan, president of the Pfizer Foundation. "We believe it can present a great opportunity if we work together, take steps to become more age-friendly, and re-imagine how our communities can help us grow old with dignity, in the places we care about."

What makes a community age-friendly?

Age-friendly initiatives take various forms but all share the goal of creating better options for people to age in place and continue contributing to their communities. This may involve improvements to the built environment, from planning and building safe outdoor spaces to creating affordable, accessible housing; or improving infrastructure, such as more walkable town centers or more accessible public transportation. Other age-friendly initiatives tackle social needs, creating engaging cultural and outdoor activities, services, and volunteering options.

With Americans living longer and 10,000 Boomers turning 65 every day, those over age 65 will make up 20 percent of the American population by the year 2030, making age-friendly innovation more needed than ever.

Community AGEnda sites and activities

In its first year, Community AGEnda supported five programs with grants of \$150,000, requiring each grantee to raise matching funds of one-third or more of the value of the grant. Their [age-friendly activities](#) include:

- In Miami-Dade County, Florida: collaborating with the county parks to serve older adults better, conducting a walkability study in East Little Havana, preparing the area's employers to hire and retain more older adults, and working with Miami-Dade County to review and modify planning policies related to transportation, housing, land use, and community design;
- In four communities and two counties in the Atlanta metropolitan area: supporting community gardens, establishing a health and wellness promotion plan, conducting a walkability assessment, and hosting workshops about the need to create age-friendly communities;
- In Maricopa County, Arizona: planning and implementing pilot programs using the Village model of membership-driven services and volunteerism to promote aging in community, producing a video on aging in place, and creating a new website to help "younger" older adults (ages 55-70) find the resources to age in place comfortably, safely, and affordably;
- In Bloomington, Indiana: discussing development incentives to create an age- and ability-friendly Lifetime Community District; in Indianapolis, creating a conceptual illustration for the Martindale-Brightwood neighborhood to highlight potential development opportunities; and in Huntington, Indiana, engaging stakeholders to focus on housing, transportation, and accessibility issues; and
- In the greater Kansas City area: working to improve transportation and mobility options for older people in urban and surrounding suburban areas, raising awareness of caregiving issues and the need to tap into the expertise of older adults as community resources, and working with the First Suburbs Coalition to produce a toolkit to assist elected officials and planners in developing the capacity to assess and plan for an increased older adult population.

For more information on the new Community AGEnda tools and resources, individual grantees, their projects, and their local funders, please visit GIAging.org/CommunityAGEnda.

About Grantmakers In Aging

Grantmakers In Aging (GIA) is an inclusive and responsive membership organization that is a national catalyst for philanthropy, with a common dedication to improving the experience of aging. GIA members have a shared recognition that a society that is better for older adults is a society that is better for people of all ages. For more information, please visit www.GIAging.org.

About The Pfizer Foundation

The Pfizer Foundation is a charitable organization established by Pfizer Inc. Its mission is to promote access to quality health care, to nurture innovation, and to support the community involvement of Pfizer colleagues. The Pfizer Foundation provides funding and resources to local and international organizations that expand and improve global health strategies. In 2012, the Foundation provided over \$23 million in grants and employee matching gifts to

non-governmental organizations around the world. For more information please visit www.Pfizer.com.

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