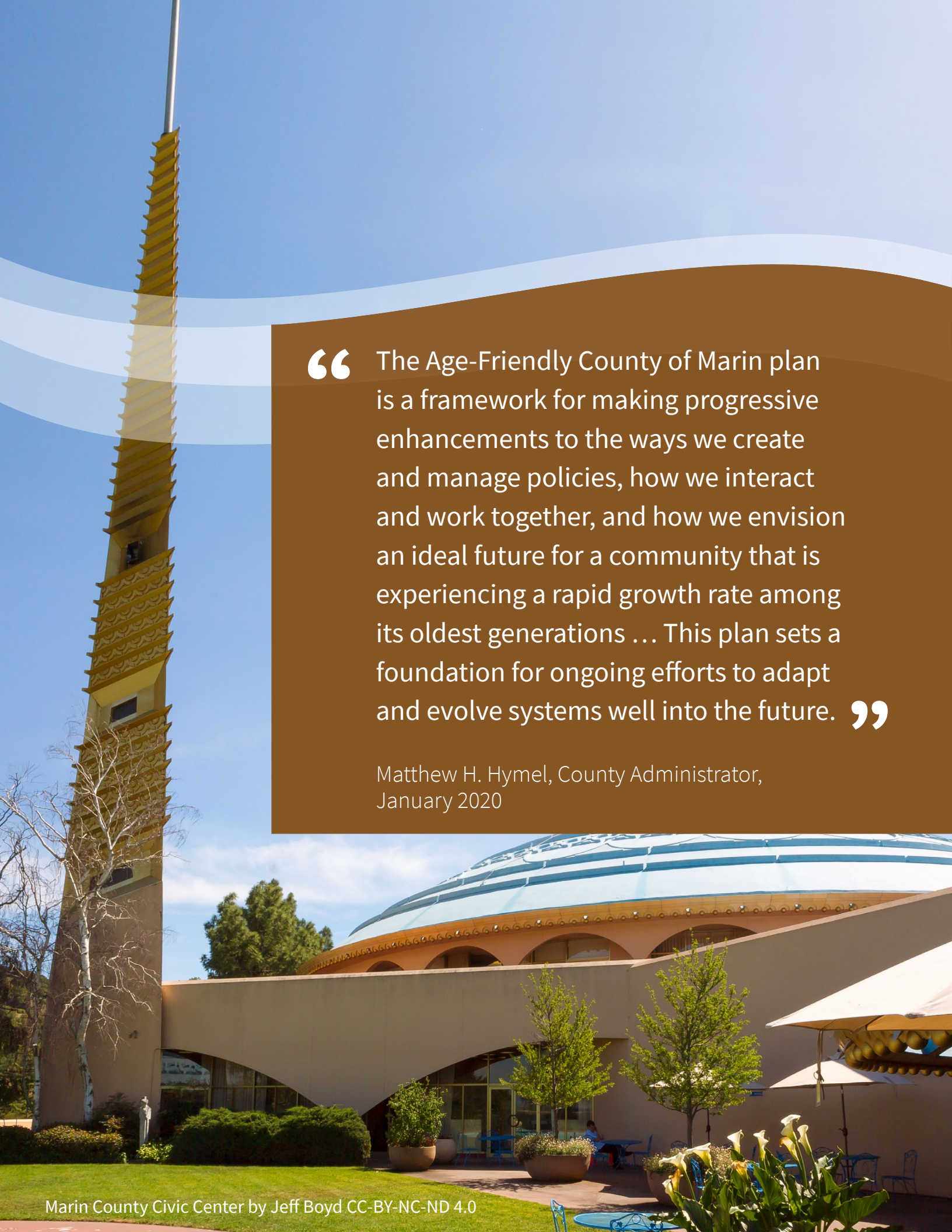




Moving Forward

AS AN AGE-FRIENDLY COUNTY



The background of the page is a photograph of the Marin County Civic Center. On the left, a tall, slender tower with a series of horizontal, flared sections rises into a clear blue sky. To the right, a large, modern building with a prominent blue and white striped dome is visible. The foreground shows a well-maintained lawn with some trees and outdoor seating areas. A large, semi-transparent brown banner with a wavy top edge is positioned over the right side of the image, containing a quote and attribution.

“ The Age-Friendly County of Marin plan is a framework for making progressive enhancements to the ways we create and manage policies, how we interact and work together, and how we envision an ideal future for a community that is experiencing a rapid growth rate among its oldest generations ... This plan sets a foundation for ongoing efforts to adapt and evolve systems well into the future. ”

Matthew H. Hymel, County Administrator,
January 2020

Moving Forward on Becoming an age-friendly Department

An Action Guide for Department Directors and Staff

What is an age-friendly approach and why is it needed?

In 2018, the County of Marin's Board of Supervisors made a commitment to the World Health Organization (WHO)/AARP Age-Friendly States and Communities global network to become a community where residents of all ages and backgrounds can feel welcomed and can thrive throughout their lives.

The County's age-friendly framework, called Age Forward, establishes a universal practice of creating and adapting services, programs, policies, places and spaces to be livable for all ages and generations now and into the future.

In Marin, older persons comprise a 30% and growing portion of our population. This guide will help you embed an "age-forward" approach into your daily and long-range work, helping Marin to advance a more equitable community for all residents across their lifespan.



Getting started with universal actions

Highlighted are five actions from the Age Forward framework that offer most departments and agencies easy ways to incorporate an age-friendly lens into the planning and delivery of services. Many of these actions can have a greater impact through collaboration with other departments.

The Age Forward framework is intended to align with, complement and evolve to incorporate existing and future assessments, plans, funding, and initiatives across the county, while offering an equity focus on the differences in lived experiences along income, racial, and/or geographic identifiers.

ACTION

1

**Create greater
access to and
awareness of
community
resources.**



Opportunity

Many older residents remain unaware of the many programs and opportunities available to them, highlighting the need for population-specific communication strategies and targeted outreach regarding existing services. They want more frequent promotion of available services, resources, and information.



Financial Abuse Specialist Team at a local event.

How

- ✓ Develop new communications channels, including keeping community partners informed and keeping non-digital adult users in mind.
- ✓ Emphasize priority service areas for older adults on your website home page.
- ✓ Collaborate with other departments interfacing directly with residents to share your program and service information. For example:
 - HHS Information and Assistance
 - Veterans Service Office
 - Marin County Free Library
 - In-Home Supportive Services
 - Nutrition Programs
 - Marin Center for Interdependent Living

Improve online presence and promotion of services.



Opportunity

In Marin, family and friends are the most common source of information and resources, followed by searches. Websites should be accessible.



How

- ✓ Enable time for you and your employees to take [document and other digital accessibility classes](#).
- ✓ Commit to uploading accessible PDFs on websites.
- ✓ For **existing PDFs**, prioritize and allocate resources to review PDFs for archiving, making into a web page or form, or needing remediation.
- ✓ Ensure your **PowerPoint presentations** are accessible including choosing proper color contrast and font sizes.
- ✓ Commit to **all videos** having captions and descriptive transcripts.
- ✓ Include [standard disability accessibility language](#) on all publications, events, and meetings.
- ✓ Join the Digital Accessibility Program's Team's [Accessibility Community Channel](#)
- ✓ For guidance contact the Digital Accessibility Team at DigitalAccess@MarinCounty.org or Suzanne at SLevine@MarinCounty.org

ACTION

3

Become a department of age-friendly allies.

Share the “One Door” Information and Assistance resource with older adults, persons with disabilities and their caregivers. One Door is a partnership between the Health and Human Services Department’s Aging and Adult Services and the Marin Center for Independent Living that connects people to resources and services for these populations.



Call 415-473-INFO(4636)

Opportunity

When employees are interacting with older adults and their family or caregivers whether in the County offices or on County property, it's helpful to know how to detect behaviors or comments that might reflect health or safety issues, and how to compassionately respond and connect them to available County resources that can help them navigate changes and improve their well-being.



How

Department staff directly serving residents should learn how to recognize a client who could benefit from County services and resources and then directly share those as part of an awareness campaign.

- ✓ Ask staff to become familiar with behaviors or actions that might indicate an opportunity to connect the resident, their caregiver or family member to important County resources.

[Five Ways to Connect Older Residents and People with Disabilities to Helpful Resources](#)

- ✓ Keep copies of the [2023 Marin Community Resource Brochure](#) and the [Social Connections Resource List](#) available in your public areas and have your staff hand them out to individuals, caregivers or family members saying it is part of a County resource awareness campaign, removing any discomfort the resident may feel of being targeted.

- ✓ Encourage older residents or their caregivers to call our Information and Assistance line at 415-473-INFO (4636) to learn about available resources and services.

ACTION

4

Connect all county services, programs, and events to transportation options.



Dial **511** and say **“Marin Transit”**
TDD/TTY: 711

marintransit.org



Opportunity

Encourage older residents or their caregivers to call our Information and Assistance line 415-473-INFO (4636) to learn about available resources and services. You can help connect residents to your programs and services by sharing public transit information.



How

There are many ways to connect transit resources to your programs, services, and events:

- ✓ Include the [Marin Transit website](#) and contact phone number for scheduling and trip planning assistance on your event, meeting notices and fliers, and on your website near your calendar of events.
- ✓ Include the website and number for the [Travel Navigators Program](#) for residents 65+ or for those needing special assistance on your website and when promoting events. The Travel Navigators Program is a one-stop resource for program information and eligibility for all Marin Access programs.
Navigators number: 415-454-0902
- ✓ Consider sharing the [trip planner link](#) on meeting and event announcements or near office service hours on your websites. Many residents don't realize this helpful tool exists.

Include and promote positive images of aging which seek to affirm the aging process as a natural progression of life in your program materials, reports and websites.



Adults in Marin County participating in an online Tai Chi class.

How

- ✓ Use age inclusive images on your websites and publications to help smash the stereotypes of unconscious age bias.
 - The Centre for Aging Better has created [a free image library](#) showing positive and realistic images to challenge negative and stereotypical views of older age.
 - The [American Society on Aging](#) has a curated image and video library of age-inclusive content on [Shutterstock](#), available for a fee.
- ✓ Contact Aging and Adult Services for photos to use in your next project or report. Call 415-473-7118 or email AgingandAdultServices@Marincounty.org



Photos featuring older adults living vibrant lives full of activities, hobbies, travel, entertainment, dating, technology, and living their lives surrounded by people of all ages.



The Age-Friendly County of Marin initiative has adapted these domains to drive the initiative in its efforts to create a more age-friendly place to live:

- Adequate Housing
- Civic Engagement
- Communication
- Mobility Options
- Emergency Preparedness
- Health & Community Services
- Disability Friendly
- Dementia Friendly
- Community Participation
- Respect & Social Inclusion
- Safe Outdoor Spaces

Contact Aging and Adult Services:

- to share your progress on any of the **five actions** included in this guide or other actions your department is taking. Aging and Adult Services will, in turn, share with other departments.
- if you need ideas for programs and policies that have been successful in other counties and communities.
- [Age Forward Framework](#)

Scan the QR code to access the *Age Forward Framework*, the plan for creating an age-friendly County of Marin.

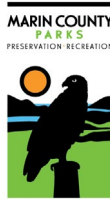


Marin County Civic Center, photo by Scot Zimmerman.

Marin County Departments that have advanced age-friendly actions

Marin County Parks

Incorporated equitable and accessible age-friendly design into planning and park grants and projects.



CDA

Included age-friendly policies, programs and standards in the County's Housing Element and Safety Element.



Marin County Free Library

Innovated age-friendly programming, support and education, assisting older adults in staying connected and engaged.



Fire Department

Advanced proactive preparedness, age-friendly resiliency training, drills and communication strategies throughout Marin.



Marin Transit

Incorporated inclusive age-friendly planning and program changes, addressing ever changing needs of older residents.



District Attorney and Assessor Recorder offices

Partnered to develop an age-friendly deed notification policy addressing fraudulent real estate practices impacting Marin's older population significantly.



Registrar of Voters

Addressed the educational, accessibility and multi-channel communication needs while embracing an age-friendly approach in the election cycles.



Department of Cultural Services

Incorporated age-friendly planning for subsidized and non-subsidized event fees for the older population.





Accessibility Information

Requests for disability accommodations may be made by phoning (415) 473-7185 (Voice), CA Relay 711 or by e-mail Jenay Cottrell at JCottrell@MarinCounty.org. Copies of documents are available in alternative formats, upon request

