

AGE-FRIENDLY NORTHFIELD COMMUNITY OUTREACH REPORT:

Outreach Work Overview - February, 2020

RESOURCE WEBSITE RESEARCH: I have been both researching and verifying resources, organizations and services for older adults in all areas of livability on local, county, state and national levels for the resource website. Also locating and verifying services that are not currently searchable on the internet. For example, there are individuals in the area that are volunteer drivers and offer companionship to homebound older adults that are not advertised online but want to be included in data base. This research work is an ongoing process over the next several months.

RESOURCE WEBSITE DEVELOPMENT: Working on webpage development, design and layout of resources to provide the best option for ease of use. A recent St. Olaf graduate will be assisting in the early stages of webpage development providing the integration of resource site with FiftyNorth site. WordPress, Google search, Google Translate integration is being reviewed amongst other development issues.

OUTREACH: Continue building on existing local and state network of individuals and organizations relating to older adults services. Meeting new contacts to share information about Age-Friendly Northfield the Action Team for Communication and Information that I am spearheading.

Equity and inclusion-

- FiftyNorth is supplying office space for Patty Ciernia's Outreach Coordinator position. Age-Friendly survey found 97% of older adults in Northfield would look to FiftyNorth for resources. FiftyNorth shares NCRC with diverse and intergeneration organizations that offers a welcoming space to all.
- Working with the LINK program to coordinate outreach to Hispanic and Latin older adults by bringing Red Chair project to Viking Terrace and Northfield Estate Bookmobile events as an opportunity to share information and build relationships.
- Creating new programs in the Arts and Life Long Learning that includes translators and offsite locations to better access diverse populations.
- Google Translate: Looking at financial costs associated with implementing Google Translate on FiftyNorth website so resources are accessible in multiple languages.
- Age-Friendly Action Plan Teams include diverse members to better serve the homebound, handi-capped and non-English speaking residents of Northfield.

Note:

Equity and Inclusion has become an important topic amongst Older Adult professionals around the state and the country. Age-Friendly Northfield steering committee has been asked to be a part of two conferences on this topic so far this year:

1. December 11, attended Summit on [Aging Together Minnesota: Confronting Disparities in Systems & Communities](#) facilitated by Kari Davis, Director, Cora McCorvey & Co-Chair, of MN Diverse Elders Coalition.
2. On April 24 a member of the Age-Friendly steering committee will be panelist at the Minnesota Gerontological Society Conference: [Leading with the Lens of Equity; Age-Friendly Minnesota](#). Northfield was asked to join the panel and share the work and challenges of a rural Minnesota community.

Collaborating in State-

- Age-Friendly Northfield will host the newly formed Governor's Council on Age-Friendly Minnesota. The Council will meet in Northfield on March 25th to learn more about our work as a rural community who is committed to better serving our growing demographic shift of 50+ residents.
- Partner/Membership with AARP Minnesota, national AARP Liveable Communities, MN Leadership Council on Aging, MN Gerontological Society

Grants Age-Friendly Northfield received-

- [AARP Challenge Grant 2019](#): Received \$2,500 grant for the Red Chair Project. Age-Friendly Northfield purchased 50 Red outdoor chairs that will be used throughout the community at outdoor event. The chairs have signage representing use by older adults and handi-capped persons. This project increases older adult access, by not having to carry their own chairs to Bridge Square concerts, Showmobile and Bookmobile events. Volunteers from Age-Friendly will set up the chairs and

promote its use.

IN-KIND: Community Resource Bank donated a new 6' x 10' trailer for hauling the Red Chairs

- Northfield Shares 2019: Received \$5,000 grant for the work of the Communication and Information Action Plan Team. The monies will go toward the development of the Resource Guide in English and Spanish and resource webpage.

Respectively submitted by:

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