Age -FRIENDLY PUBLIC HEALTH SYSTEM for Mississippi

AFPHS

Statewide Work Plan
January 2023

The 6 C's

- **C**reating & Leading Change
- **C**onnecting & Convening
- **C**oordinating Supports & Services
- **C**ollecting, Analyzing & Translating Data
- **C**ommunicating
- **C**omplementing

AGE-FRIENDLY PUBLIC HEALTH MISSISSIPPI WORK PLAN
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Background

Mississippi's population, according to the US Bureau of Statistics (July 2021) is 2, 949, 965. Of that population, 16.4% are age 65 and older. Some additional facts about the aging population in Mississippi include;

- 28% of those seniors living in Mississippi are living alone Source: Census.gov
- 11% of Mississippi senior households have an annual income of less than $10k and 35% less than $20k Source: Census.gov ACS
- 25% of Mississippi residents 60 and over received food stamps in the last year Source: Census.gov ACS
- The average Social Security Income in Mississippi is $15,673/year Source: Census.gov ACS
- The median household income for a Mississippi senior is $28,601 Source: Census.gov ACS
- Compared to other states, Mississippi ranks 51st for Long Term Care and 49th for America's Health Rankings Source: AmericasHealthRankings.org
- There are 54,582 working seniors in Mississippi Source: Census.gov ACS
- 21% of the seniors in Mississippi are Veterans Source: Census.gov ACS

For purposes of this work plan, the Trust for America's Health's (TFAH) description of an age-friendly public health system was used. According to TFAH, an age-friendly public health system in one which is focused on promoting health, preventing injury, and managing chronic conditions optimizing physical, cognitive, and mental health and facilitating social engagement. The work plan was developed by the Advisory Committee using a collective impact framework over a period of several months. It has been shared with partners, stakeholders and more than 200 members of the Mississippi Public Health Association during April 2022.

> An age-friendly public health system in one which is focused on promoting health, preventing injury, and managing chronic conditions optimizing physical, cognitive, and mental health and facilitating social engagement.

This work plan's purpose is to advise the Mississippi State Department of Health and its partners on how to implement an age-friendly public health system for Mississippi. This can be considered Phase One of the whole age-friendly movement for the state, with the next phase being an age-friendly state. However, much of the work that the MSDH will

accomplish under this plan lays the foundation for the state to then have many ages and dementia friendly communities.

Vision for an Age-Friendly Public Health System in Mississippi

The vision of an age-friendly public health system in Mississippi is that equitable healthy aging will be a value adopted by all Mississippians.

Mission of an Age-Friendly Public Health System in Mississippi

The mission of an age-friendly public health system in Mississippi is that the Mississippi Department of Health provides leadership throughout the state in establishing and maintaining an equitable and healthy environment in which people can age optimally. This mission includes setting the tone that other agencies and organizations will adopt healthy again as part of their mission.

Principles of Age-Friendly Public Health System in Mississippi

Mississippi has adopted principles which formed the development of this plan, and which will guide the implementation and evaluation of the plan over time. Principles from the collective impact framework were adapted for this purpose and are listed below. They apply to the implementation of all the statewide and local initiatives to anchor all aspects of this multiyear plan.

- Design and implement the initiatives with a priority placed on equity
- Include community members in any local initiative or collaboration
- Recruit and co-create with cross-sector partners based on the needs of the community
- Use data to continuously learn, adapt, and improve
- Cultivate leaders with unique system leadership skills that foster healthy aging
- Focus on program and system strategies for systems change
- Build a culture that fosters relationships, trust, and respect across participants
- Customize initiative details to be applicable in local contexts

- Develop sustainable, long-term initiatives based on stakeholder collaboration and partnerships.

- **An Age-Friendly Public Health System in Mississippi commits to the following values:**
- Prioritize equity in all elements of assessment, planning, and implementation of initiatives associated with this plan
- Respect and include the perspective of residents and communities in the work that is done
- Facilitate collaboration at the state and community levels to identify barriers, address gaps, and align resources
- Prioritize the sharing of data, information, and resources to avoid duplication
- Encourage advocacy, policy, and practices that include attention to healthy aging within and across a broad range of issues and sectors
- Respect and strengthen priorities that local communities have already identified
- Integrate initiatives and leverage existing work where possible
- Communicate in a variety of ways that consider various perspectives and skills of the aging population

Age-Friendly Public Health System in Mississippi Goals

The Age-Friendly Public Health System in Mississippi has adapted the Six C's of Healthy Aging was developed by the Trust for America's Health (TFAH) to serve as the major goals for this plan. Initiatives and activities were developed under each of the six TFAH categories.
The goals will be monitored and tracked regularly. Feedback will be continuously solicited from communities and stakeholders to inform and advise the plan as needed. Because each of the goals is equally important in providing the basis for a comprehensive plan, they are listed in no order of importance or priority. Each of them describes significant elements of work that, taken together, form a foundation for a strong and equitable work plan. The Mississippi State Department of Health (MSDH) expects to work with its partners and stakeholders in the implementation of this plan. It is not a plan that is for MSDH to implement alone.

II. **Creating and leading policy, systems, and environmental changes to improve older adult health and well-being.**

Mississippi has work to do if it plans to get an age-friendly focus in all aspects of life in our state. There are a myriad of policies, systems, and environmental changes that will need to happen if the health and well-being of older adults are to be a reality. Financial and economic uncertainties associated with aging are often overwhelming to older adults and their families. This uncertainty can lead to individuals and families making decisions that are less than optimal for their long-term financial well-being. Public health can work with

stakeholders and partners to provide information and strategies to assist families and communities in providing financial and economic stability for their aging journey. With the anticipated growth in the aging population in Mississippi, there is a need to begin early to plan for the long-term sustainability of an infrastructure (public health system and its partners and stakeholders) in support of the age-friendly public health system in Mississippi. Early efforts across the state in providing aging resources and services have been successful, but there is concern that without a 'backbone' infrastructure to work on the goals in this plan will be a gap in sustainability over time.

III.   **Connecting and convening multi-sector stakeholders to address the health and social needs of older adults through collective impact approaches focused on the social determinants of health.**

Public health can leverage its skills in convening partners and stakeholders to focus on engaging new and existing sectors, professions, and organizations in the healthy aging vision for Mississippi. This work includes identifying and engaging new partners and sectors as well as supporting existing ones. This goal contains objectives that include policy and system improvements that impact entire populations or communities.

IIII.   **Coordinating existing support and services to help older adults, families, and caregivers navigate and access services and supports, avoid duplication, and promote an integrated system of care.**

Mississippi has a diverse array of resources and services for older adults but accessing them can be confusing and overwhelming for older adults, their families, and other professionals. Public health can coordinate existing supports and services to avoid duplication of efforts, identify gaps, and increase access to services and support services. To be equitable in this work, coordination is essential.

IV.   **Collecting, analyzing, and translating relevant and robust data on older adults to identify the needs and assets of a community and inform the development of interventions through community-wide assessment.**

Public health uses data to call attention to the needs and assets of a community's population to inform the development of interventions through community-wide assessment, a critical step to setting goals and defining measures for health improvement. This data collection and dissemination can help document older adults health status by collecting and analyzing data from multiple sectors and sources.

V.   **Communicating important public health information to promote and support older adult health and well-being, including conducting and disseminating research findings, and emerging and best practices to support healthy aging.**

One of public health's essential roles is to inform, educate, and empower the public that can then mobilize key partnerships to identify and solve health problems. Such communications can build knowledge and inform decision-making, and lead to behavior change for optimal health. Communicating about healthy aging resources involves education and communication at the individual level and at the systems/organizational level.

VI.   Complementing existing health promoting programs to ensure they are adequately meeting the needs of older adults.

Existing public health programs address a wide range of health issues and are focused on the entire life course, providing programs, and promoting policies, such as maternal and child health, workplace safety, and tobacco-free initiatives, that ultimately support healthy aging later in life. Each of these current activities could be assessed to determine if it is adequately meeting the needs of older adults and, when necessary, modified to better do so. Public health is in a unique position to encourage existing services and programs to include healthy aging as part of their work in order to effectively plan for aging well ahead of the need for interventions.

Acknowledgement
Mississippi thanks the Trust for America's Health and the John A. Hartford Foundation for their support in the development of this work plan and in ensuring that Mississippi's aging population has a public health system that cares about them and their caregivers.

The Trust for America's Health Six C's of an Age-Friendly Public Health System (used with permission from TFAH, 2022)

Goals and Strategies Overview

Goal 1: Creating and leading policy, systems, and environmental changes to improve older adult health and well-being.	**Strategy #1:** Inform state and local policies to be inclusive of older adults and caregivers **Strategy #2**: Establish age-friendly standards and designations in various sectors **Strategy #3**: Change how we plan for and maintain the built environment to encourage people to age in community **Strategy #4**: Address social determinants and upstream factors that are critical to successful aging
Goal 2: Connecting and convening multi-sector stakeholders to address the health and social needs of older adults through collective impact approaches focused on the social determinants of health.	**Strategy #1:** Promote and increase visibility of the age- and dementia-friendly movement by engaging with communities, partners, and stakeholders **Strategy #2:** Connect communities with resources and tools so that they can begin and expand age- and dementia-friendly initiatives **Strategy #3:** Focus on diverse communities to initiate age- and dementia-friendly efforts, including rural communities and underrepresented communities **Strategy #4:** Share best practices and celebrate age- and dementia-friendly communities to encourage other cities and towns to support a statewide age-friendly initiative

Goal 3: Coordinating existing supports and services to help older adults, families, and caregivers navigate and access services and supports, avoid duplication, and promote an integrated system of care.	**Strategy #1:** Identify and inventory information sources and materials on resources, programs, and services **Strategy#2:** Create an information 'hub" for easy access to healthy aging resources and services **Strategy #3:** Ensure information accessible and culturally competent for all populations within Mississippi **Strategy #4:** Improve self-identification of caregivers and awareness of resources **Strategy #5:** Support programs and initiatives that address financial and economic security of older adults and their caregivers **Strategy #6:** Provide information on and educate about elder abuse (physical, financial, and emotional)
Goal 4: Collecting, analyzing, and translating relevant and robust data on older adults to identify the needs and assets of a community and inform the development of interventions through community-wide assessment.	**Strategy #1:** Identify existing data sources related to aging in the state **Strategy #2:** Conduct a gap analysis of the aging data sources to determine what may be missing **Strategy #3:** Identify healthy aging data that would be useful in conducting community needs assessments to track progress on goals and strategies **Strategy #4:** Create a central data base for everyone to access the data and reports from the data **Strategy #5:** Collect data necessary to evaluate the AFPHS in MS, share its progress, and make changes as needed for improvement

Goal 5: Communicating important public health information to promote and support older adult health and well-being, including conducting and disseminating research findings, and emerging and best practices to support healthy aging.	**Strategy #1:** Develop messaging/communication strategies and tools to improve visibility of healthy aging programs/services **Strategy #2** Educate the media, thought leaders, policy makers, and community influencers on issues related to aging and dementia **Strategy #3:** Participate in or lead a media literacy and awareness campaign on aging **Strategy #4**: Develop a speaker's bureau to broaden and change the narrative on aging **Strategy #5:** Advocate for health professional education programs to include healthy aging content in their curricula.
Goal 6: Complementing existing health promoting programs to ensure they are adequately meeting the needs of older adults.	**Strategy #1:** Create an inventory of health promoting programs for older adults **Strategy #2:** Share the identified resources for health promoting programs for older adults through a website, e-newsletter, or other methods **Strategy #3:** Work with partners and stakeholders to identify gaps in the existing health promoting programs for older adults **Strategy #4:** Work with partners and stakeholders to identify sources for addressing the gaps in health promoting programs for older adults **Strategy$5:** Engage specifically with the faith communities across the state.

Goal 1: Creating and leading policy, systems, and environmental changes to improve older adult health and well-being

Strategy	Action Steps	Year	Key Indicators
Strategy #1: Inform state and local policies to be inclusive of older adults and caregivers	**Action A:** Issue guidance to state agencies on the optimal framing, as well as the importance of the demographic shift in the Mississippi population	2	• Starting with the MSDH, strategic plans from agencies, commissions or councils include older adults' and family caregivers' needs and abilities • Increase in number of municipal ADA plans that incorporate priorities of older adults with disabilities • Review state budget for programs and services that impact older adults and caregivers
	Action B: Leverage existing guides to help municipalities review policies and procedures and make them more inclusive of the aging population	1-3	

Strategy	Action Steps	Year	Key Indicators
	Action C: Proactively work with state agencies representing various sectors to embed aging in all policies and remove barriers that stand in the way of adopting age-friendly policies	**1-3**	• All state and municipal policies are using "reframing" language and acknowledge equity, access, and inclusion
Strategy #2: Establish age-friendly standards and designations in various sectors	**Action A:** Certify businesses that support older workers and family caregivers with Age-Friendly Employer Designation	**1-3**	• Increase in number of Age-Friendly Communities • Increase in number of Age-Friendly Employers • Increase in number of Age- Friendly Health Systems • Increase in number of Age-Friendly Universities • Increase in number of referrals from healthcare organizations to community agencies
	Action B: Partner with long-term care communities to reimagine the continuum of in-home and facility- based services for those who need long-term services	**1-3**	• Conduct needs assessment to assess the satisfaction of older adults in long-term care services

Strategy #3: Change how we plan for and maintain the built environment to encourage people to age in the community	Action A: Develop adaptability design standards for all publicly supported older adult housing to maintain tenancies in the face of increased frailty	1-3	• Adopt design standards for older adult housing • Increased number of age-friendly parks and open spaces

Goal 2: Connecting and Convening Multi-Sector Stakeholders and Partners

Strategy	Action Steps	Year	Key Indicators
Strategy #1: Promote and increase visibility of the age- and dementia-friendly state of Mississippi movement by engaging with communities	**Action A:** Meet with community leaders and organizations to encourage age- and dementia-friendly participation and initiatives	1-3	• Increase in the number of communities "touched" (e.g., meetings, presentations) • Increase in the number of active communities • Increase in the number of emerging communities • For each of the above, an increase in underrepresented communities
	Action B: Develop messaging to promote interest in this work across the state	1	• Develop an integrated age- and dementia-friendly toolkit • Leverage existing age- and dementia-friendly materials and disseminate through new channels to reach a broader audience
Strategy #2: Connect communities with resources and tools so that they can begin and expand age- and dementia friendly initiatives	**Action A:** Include age- and dementia friendly best practices in community compacts	1	• Increase in awareness and use of age- and dementia-friendly community compacts • Increase in the use of toolkits to start or accelerate age- and dementia-friendly work

Goal 2: Connecting and Convening Multi-Sector Stakeholders and Partners

Strategy	Action Steps	Year	Key Indicators
Strategy #3 Focus on diverse communities to initiate age and dementia friendly efforts, including rural communities and underrepresented communities	**Action F:** Grow the number of dementia friendly events and forums, especially among underrepresented communities	1-3	• Increase in the number of emerging and active age- and dementia-friendly communities that support an age-friendly state of Mississippi • Increase in the number of emerging and active age- and dementia-friendly rural communities that support an age-friendly state of Mississippi • Increase in distribution and use of resources by rural and underrepresented communities
	Action G: Connect local communities with resources and tools to certify as age friendly	3	
	Action H: Meet with local elected officials and local leaders to discuss age- and dementia-friendly work; encourage regional collaboration	1-3	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #1: Coordinate resources and services	**Action A:** Identify and inventory information sources and materials on resources, programs, and services	1	- Inventory completed - Existing programs and services have individuals who are actively engaged with the AFPHS in Mississippi - The workgroup has established a process for obtaining and updating information on existing resources and services.
	Action B: Collaborate with existing programs and service organizations to promote existing resources and avoid duplication of effort	1	
	Action C: Create a workgroup that is focused on the identification and coordination of information about resources and services	1	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #2: Create an information "hub" for easy access to healthy aging resources and services	**Action A:** Obtain the current aging and dementia network resource guides and lists	1	• Map resources at the community level • Create a statewide resource with all mappings available and links to partner websites • Information, resources, and links to local content published on MSDH website • Increased number of hits on MSDH website for aging and caregiving related resources
	Action B: Create a space on the MSDH website for AFPHS information – to act as the "hub"	2-3	
	Action C: Create an interactive map for consumers to learn about local resources in their community	3	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #3 Ensure that information is accessible and culturally competent for all populations within Mississippi	**Action E:** Translate materials to languages other than English and in formats accessible for the blind and visually impaired and deaf and hard of hearing communities.	1-2	• Increase in the type of information that is available to populations within Mississippi, based on language, cultural competency, and hearing or visual impairment • Increase in the type of information that is available for people with Alzheimer's or other dementia-related disorders
	Action F: Create materials that are accessible to those living with Alzheimer's or another dementia-related disorders	1	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #4: Improve self-identification of caregivers and awareness of resources	**Action A:** Increase marketing and outreach efforts, and continue to explore ways to meet caregivers where they naturally "aggregate" (doctor's offices, hair salons, grocery stores)	1-3	• Increase in number of individuals who self-identify as a family caregiver • Increase in access to caregiving resources • New content available on MSDH website • Increase in number of employers offering formal and informal caregiving supports • Inclusion of caregiver identification questions in public health surveys
	Action B: Build caregiver resource content for MSDH website	1	
	Action C: Partner with employers to strengthen businesses' support of family caregivers in the workplace	1-3	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #4 Continued	**Action D:** Promote and support national and state initiatives for caregiver support	**1-3**	See above
	Action E: Include caregiver identification questions in public health population surveys	**1-2**	

Goal 3: Coordinating Existing Supports and Services

Strategy	Action Steps	Year	Key Indicators
Strategy #5 Support programs and initiatives that address the financial and economic security of older adults and their caregivers	**Action F:** Identify partners who can act as resources for financial information for older adults and their caregivers	**1-3**	• List of engaged financial experts as partners • Inventory of financial security resources for older adults and caregivers • Provision of webinars and other educational events and materials on how to age financially healthy • Provision of webinars and other educational events and materials on elder abuse
	Action G: Provide educational information, tools, and other resources on how to age financially healthy	**1-2**	

Goal 4: Collecting, Analyzing, and Translating Relevant Data

Strategy	Action Steps	Year	Key Indicators
Strategy #1 Identify existing data sources related to aging in the state	**Action A:** Identify variables that would inform a robust data set for accurate and timely aging information	2	• Variables identified • Existing data sources identified • Data work group established • Data work plan developed
Strategy #2: Conduct a gap analysis of the aging data sources to determine what may be missing	**Action A:** Survey partners and stakeholders to ascertain the available data and where the gaps are.	1-3	
Strategy #3: Identify healthy aging data that would be useful in conducting community needs assessments to track progress on goals and objectives	**Action A:** Establish a data work group to inform and advise the most useful and appropriate data that would best serve the purposes of AFPH in Mississippi	1-3	

Goal 5: Communicating important public health information to promote and support older adult health and well-being

Strategy	Action Steps	Year	Key Indicators

Strategy #1: Develop messaging/communication strategies and tools to improve the visibility of healthy aging programs and services	**Action A:** Establish a communication workgroup to articulate who we are trying to reach, what we want them to know, and how we will reach them – accounting for a diverse population of older adults, individuals living with disabilities, and caregivers	1	• The following have received frameworks training:
			   ✓ MSDH employees
			   ✓ Leadership of other agencies contracting with MSDH
			
			• Standard terminology for Age- and Dementia-Friendly defined
			
			• Trainings and resources developed and disseminated
			
			• Frameworks Resource Toolkit created and distributed to all individuals who have completed training
			
			• Increase in number of conversations with businesses on the value of older workers
			
			• Development of business case to support older workers

	Action B: Collaborate with residents to understand what they want to know, and when, where, and how they prefer to access information **Action B:** Assess current audiences and channels for effectively communicating, recognizing that each person's "trusted source" for information may be different		
	Action C: Customize reframing training materials as needed, such as defining what it means to be age- and dementia-friendly to promote its meaning in the general population	1	

	Action D: Work with partners to develop/disseminate age and dementia awareness trainings and resources, including framing language	2	

Goal 5: Communicating important public health information to promote and support older adult health and well-being

Strategy	Action Steps	Year	Key Indicators
Strategy #2: Educate the media, thought leaders, policy makers, community influencers on healthy aging and dementia-friendly policies and initiatives **Strategy #3:** Participate in or lead a media literacy and awareness campaign on aging	**Action A:** Conduct training for press and media	2	• Briefing for journalists already writing about aging complete • Press/media representatives trained via the process • Decrease in ageist language used in the local press/ media • Developed media-specific training
	Action B: Establish a process for journalists to better understand aging policy and issues and learn how to tell the story through a different lens for older adults, individuals living with a	3	
	Action C: Reduce ageist language in the press/ media and increase the conversation around age- and dementia-friendly	1-3	

Strategy	Action Steps	Year	Key Indicators
	Action A: Leverage existing conferences and showcase events to conduct education	1	• Education provided at local and statewide conferences • Reduced ageist language and images regarding older people in product/ service demos and marketing materials
	Action B: Reduce ageist language and representation of older adults in new product/ service design, development, and marketing	1-3	

Goal 5: Communicating important public health information to promote and support older adult health and well-being

Strategy	Action Steps	Year	Key Indicators
Strategy #4: Develop a speakers bureau to broaden and change the narrative on aging	**Action A:** Collect stories from older adults and caregivers to highlight and share experiences	**2**	• Increase in number of stories published • Increase in number of stories published from individuals living with Alzheimer's or dementia-related disorders
	Action B: Highlight the opportunities and challenges of individuals living with Alzheimer's and dementia	**1-3**	
Strategy #5: Advocate for health professional education programs to include healthy aging, individuals with disabilities, and family caregivers	**Action A:** Identify best practices and scale intergenerational programs and educational curriculum that enable younger people to reimagine what it means to grow older or to be living with Alzheimer's, dementia, or other disabilities	**1-3**	• Increase in number of school systems with intergenerational curriculum and/ or programming • Increase in the number of school system that request speakers from the speaker's bureau

Goal 6: Complementing existing health promoting programs

Strategy	Action Steps	Year	Key Indicators
Strategy #1: Create an inventory of health promoting programs for older adults	**Action A:** Develop partnerships of agencies and organizations to identify health promoting programs for older adults	2	• Number of partnerships with heath promoting programs for older adults • Completion of inventory
	Action B: Create a resource inventory of health promoting programs and services	1-3	

Goal 6: Complementing existing health promoting programs

Strategy	Action Steps	Year	Key Indicators
Strategy #2: Share the identified resources for health promoting programs for older adults through a website, e-newsletter, or other methods	**Action A:** Identification and development of messaging for sharing the health promoting resources	1-3	• Website information developed • Website section developed • Launch of website • Measurement of access and use of information via website analytics
	Action B: Development of a section on MSDH website for housing the information	2	
	Action C: Development and implementation of metrics to measure access to the information	1-3	

Strategy	Action Steps	Year	Key Indicators
Strategy #3: Work with partners and stakeholders to identify and address gaps in the existing health promoting programs for older adults	**Action A:** Conduct a literature review of evidenced based practices in health promoting programs for	2	• Literature review completed • Environmental scan completed • Gaps identified • Resources identified
	Action B: Conduct an environmental scan of best practices in health promoting programs for older adults	2	
	Action C: Identify opportunities for accessing resources to address the identified gaps	3	