

Age-Friendly Communities Competition

Draft Outline

Overview

- People will be invited to “put their community on the map” as an age-friendly community by going to Connect60Plus.com to submit their nomination. All nominations will be mapped in the community section of the website with a description of what makes their community age-friendly.
- Descriptions and examples of age-friendly communities will be developed in cooperation with AARP and Grantmakers in Aging and posted on Connect60Plus.com.
- Once a community has been nominated and placed on the map, others may vote for the community as a sign of support.
- The three communities with the highest number of votes will be evaluated by a panel of experts to possibly include Jennifer Wallace-Brodeur, AARP; John Feather, Grantmakers in Aging; and Carol Kratz, Virginia G. Piper Charitable Trust.
- All nominated communities will be recognized at the Age-Friendly Conference in Phoenix in Spring 2014. The community selected by the panel of experts will receive a special distinction at the event.
- Trends and tips to assist communities to become more age-friendly will be posted online and distributed at the conference based on the characteristics and practices of the communities nominated online.
- A workshop at the conference will feature national experts and local examples of age-friendly communities to provide tools that will help other communities become more age-friendly.

Purpose

- To recognize communities that have age-friendly elements in place.
- To raise awareness about what makes communities age-friendly.
- To encourage more communities to adopt age-friendly elements.
- To increase traffic on Connect60Plus.com.

Timeline

October

- Develop age-friendly descriptions and examples.
- Develop marketing materials.

November

- Launch competition and send marketing materials.

December through January

- Promote the competition.

February

- Convene panel of experts to evaluate the three communities with the highest number of votes.
- Select the community with the best age-friendly attributes.
- Prepare recognition materials for all nominated communities with a special distinction for the one selected by the panel.
- Analyze the nominations to determine trends and tips to assist other communities in being more age-friendly. Develop marketing materials to promote the trends and tips.

March

- Recognize all nominated communities at the Spring conference and offer special distinction for the panel selected community.
- Issue a press release recognizing the communities and referring people to Connect60Plus.com for information about trends and tips to assist communities in being more age-friendly.

Future Considerations

Depending on the success of the competition, it could be repeated if the Age-Friendly Conference is held annually or incorporated into MAG's Desert Peaks Awards.