

# Action Plan for an Age-Friendly Portland



Presentation to the Portland City Council  
By the Age-Friendly Portland Advisory Council

October 16, 2013

# Why Plan for an Aging Population?

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Portland is aging:

- Between 2010 and 2030, while our region's population will grow by 35% overall, the number of people 65+ will grow by 106% (Metro, 2009)
- We ALL are aging

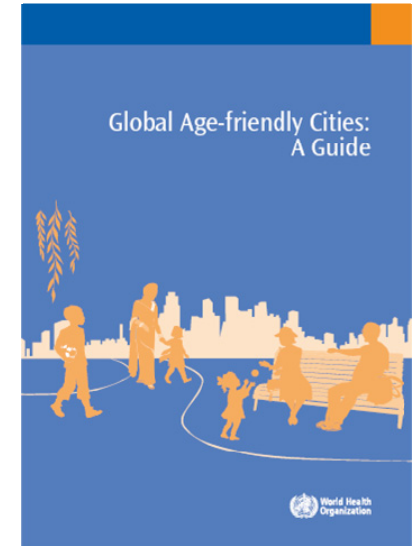
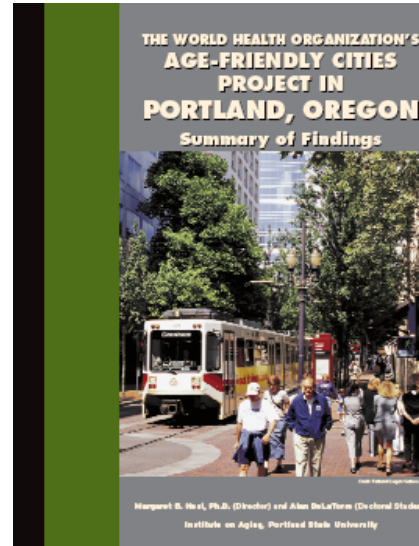


# Portland is a Leader in the International Age-Friendly Cities Movement

**2006-2007:** Portland participates in WHO Global Age-Friendly Cities project

**2010:** Application for membership in WHO Global Network of Age-Friendly Cities

**2011:** Official acceptance into WHO Network



# Framing the Issue

- Build on strengths (opportunities, contributions), not only needs
- Age-friendly communities strive to:
  - be enabling
  - be inclusive
  - be equitable
- focus on the life course and intergenerational interdependence
- “An age-friendly city...is friendly for all ages and not just ‘elder-friendly’.”

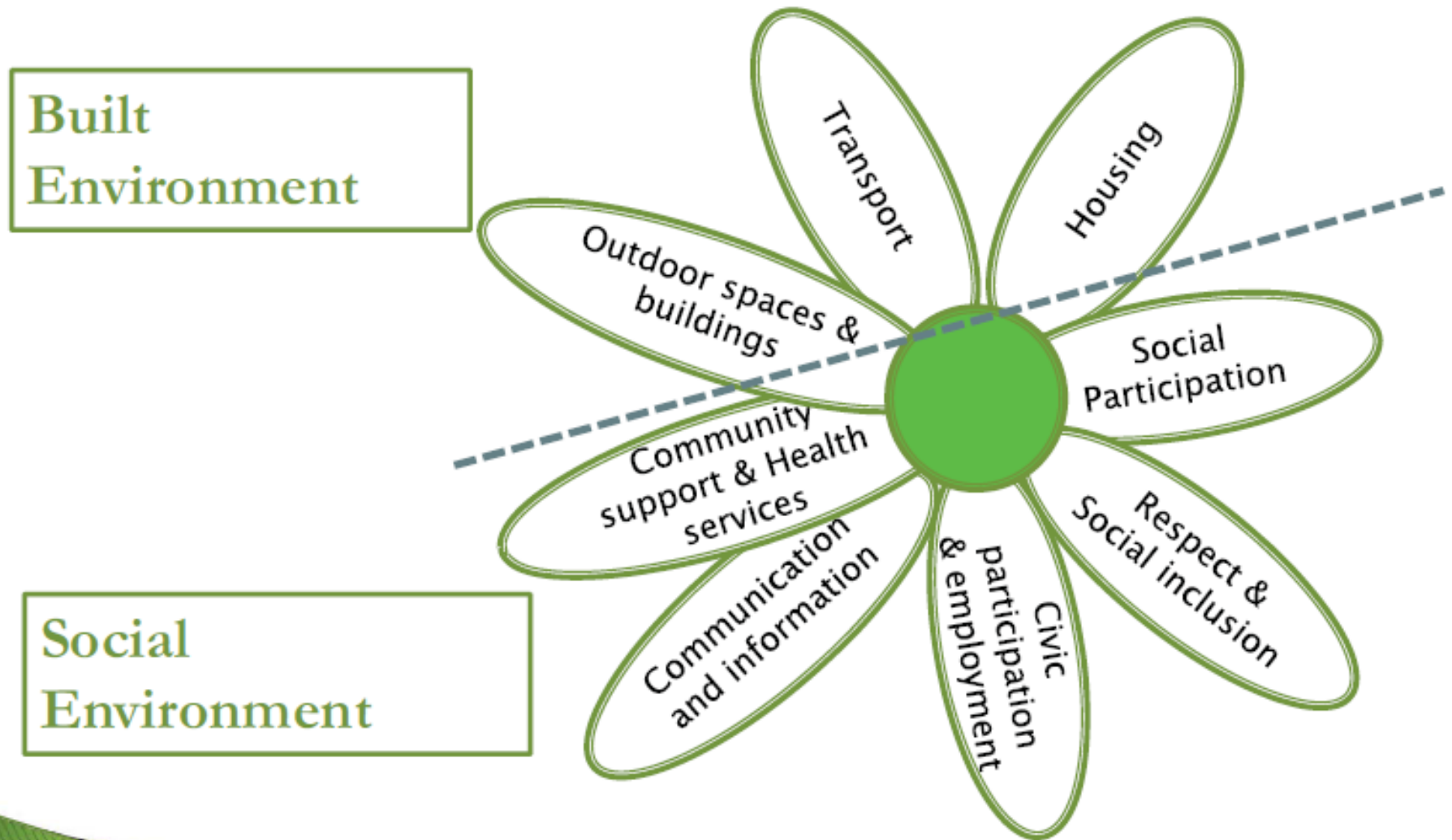
– *WHO Global Age-Friendly Cities: A Guide*, p. 72



Credit: Bridge Meadows



# An Age-Friendly City: Domains



# Action Plan for an Age-Friendly Portland

- Does not request City funding
- Not all actions listed are new; builds on activities already underway
- Involves partnerships – public-public, public-private

## Action Plan for an Age-Friendly Portland



Prepared by:

The Age-Friendly Portland Advisory Council

October 8, 2013

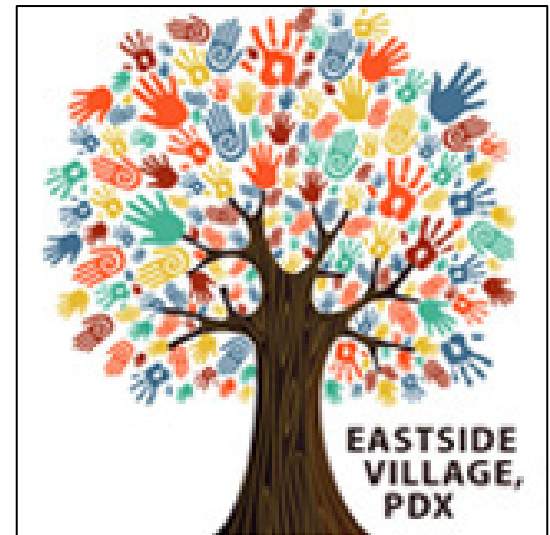
# Housing

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- *Action Item 1.3* –  
Encourage innovative  
approaches to housing older  
adults



Credit: Bridge Meadows



<http://eastsidevillage.wordpress.com/PDX>

# Communication and Information

- *Action Item 8.1* – Maintain clearinghouses for aging-related information
- *Action Item 8.2* – Improve online resources and create standards for age-friendly media
- *Action Item 8.4* – Launch an “age-friendly” educational campaign



Credit: PSU Institute on Aging



[www.equality.ie](http://www.equality.ie)



# Employment and the Economy

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- *Action Item 6.1* – Improve access to employment opportunities and reduce ageism



Credit: PSU Institute on Aging

# What Comes Next?

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- Hold meetings with “Potential Partners” identified in each Action Plan item
- Set priorities for action
- Establish indicators for monitoring progress
- Prepare Implementation Guide



<http://www.kingcounty.gov/healthservices/MentalHealth/Recovery/Wellness/HealthyLiving/HealthyLivingOlder.aspx>



[thecoolhunter.net](http://thecoolhunter.net)

# Discussion, Questions, Comments

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To review the Age-Friendly Portland Action  
Plan: [www.pdx.edu/ioa/publications](http://www.pdx.edu/ioa/publications)