

AARP NETWORK OF AGE FRIENDLY COMMUNITIES

As the U.S. population ages and people stay healthy and active longer, communities must adapt. Well-designed, livable communities promote health and sustain economic growth, and they make for happier, healthier residents — of all ages.

A Livable Community is safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Once in place, those resources enhance personal independence, allow residents to age in place, and foster their engagement in the community's civic, economic and social life.

The AARP Network of Age Friendly Communities is an affiliate of the World Health Organization's Age-Friendly Cities and Communities Program, an international effort launched in 2006 to help cities prepare for rapid population aging and the parallel trend of urbanization. The program has participating communities in more than 20 nations, as well as 10 affiliates representing more than 1,000 communities.



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Check out our Age Friendly Maine
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www.facebook.com/AgeFriendlyMaine



Introducing Age Friendly Portland



What is an AGE FRIENDLY COMMUNITY?

Also known as “Livable Communities”, Age Friendly Communities increase the capability of citizens to remain safe, active and included in all aspects of community life as they age. Age friendliness is measured across these eight domains of livability:

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support and health services

What is an Age Friendly Business?

An Age Friendly Business is one that considers the needs of older adults and works to create a barrier-free environment, allowing people of all ages to shop, visit, dine and participate fully in whatever the business has to offer.

An Age Friendly Business ensures that it offers a comfortable and accessible environment for older people. This type of an environment will also naturally increase the comfort and accessibility for all residents, regardless of age.

Why is “age friendliness” important NOW?

- As the “baby boom” generation ages, America’s elderly population is growing rapidly.
- One in three Americans is currently over the age of 50.
- By 2030, one in five Americans will be age 65+.
- Maine has the oldest population in the nation.
- 41% of Maine residents have already passed their 50th birthday.
- By the year 2030, approximately 25% of Mainers will be age 65 or older.
- Nearly 13% of Portland’s population is age 65+ and expected to grow to 21% by 2030.

What are the BENEFITS of being designated as an Age Friendly Business or Organization?

- Being designated as Age Friendly shows potential customers that you are sensitive to the needs of all who walk through your doors, providing an easy to navigate, respectful and positive experience to everyone, regardless of age.
- The Age Friendly designation can be used as a marketing tool to attract and retain new customers and clients.
- Older adults tend to be loyal customers with strong purchasing power. Tapping in to this significant customer base can help increase your bottom line and grow your business.
- An Age Friendly designation also shows your support for Portland’s vision of an Age Friendly community. One that supports and values residents of all ages, promotes health, safety, independence, active participation and meaningful engagement in all aspects of community life.

AGE FRIENDLY BUSINESSES consider patrons of all ages and abilities in everything they do!

- Marketing, Advertising, and Promotions
- Signage and Customer Communication
- Accessibility of Exterior and Interior Space
- Employee Training and Awareness
- Customer Service
- Product and Service Delivery



**AGE FRIENDLY
PORTLAND**

