**August 2016**

**Updates from Kathy**

**Relevant, Participatory, and Actionable Research** - it’s a guiding principle for Age-Friendly Sarasota and represents the “R” in our tagline: “FOR ALL AGES.” Over the past year, Age-Friendly Sarasota conducted research to discover Sarasota County residents’ aspirations in eight areas of community life.

Nearly 1,200 residents participated in surveys and focus groups resulting in the *Age-Friendly Sarasota Community Report*.

The research was guided by the following:

**Relevant** refers to the usefulness and applicability of the research to all eight domains, and that the research represents the “authentic” voice of our community;

**Participatory** conveys the partnership with the community, which included the nearly 1,200 individuals who participated, and the dozens of people, groups, and organizations who supported our efforts to learn;

**Actionable** reflects the next step, in that the findings are just the beginning, and that acting upon our learnings will yield greater age-friendly impacts throughout the community!

This month begins an exciting month of sharing Relevant, Participatory, and Actionable research throughout the community. The AFS findings will resonate across many sectors including business, government, nonprofits, people, and the media. Imagine our collective impact based on “listening” to our community?

~ Kathy Black, Age-Friendly Sarasota Initiative Consultant

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**Age-Friendly Spotlight**

Global Perspective on the Value of Research

According to the World Health Organization, focused research, new metrics, and methods could give a far better understanding of Healthy Aging and are essential for evidence-informed policy and evaluation.

How is this achieved? Through appropriate measures of Healthy Aging—agreed on and collected through vital statistics and population surveys across countries. Research in a range of fields contributing to aging and health across the life course is also required, as are mechanisms to ensure its rapid translation into clinical practice, population-based health interventions, and health and broader socio-economic policies.

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**Did You Know?**

1,127 is the number of individuals who completed the *Age-Friendly Sarasota Community* survey.

98 is the age of the oldest Sarasota County participant in the Community Survey.

45 is the number of individuals who participated in the Age-Friendly Sarasota Community focus groups.

45 is the number of zip code areas represented throughout Sarasota County. (That's all of them!)

3 is the number of Age-Friendly Sarasota focus groups conducted.

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**Volunteer Drivers Needed**

ITSNurCares needs volunteer drivers. Whether it’s needing a ride to the grocery store, doctor’s appointment, family occasion, etc., we know that safe transportation is essential and we need your help to be successful! Interested in becoming a volunteer driver and making something helpful for the community and yourself? *http://itsnurcares.org*.

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**Millennials Let Go of Outdated Beliefs on Aging**

What is age?

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Age-Friendly Innovation
Engaging Older Adults in Research

As part of its age-friendly initiative, Britain's ageUK has created a helpful publication to engage older adults in research.

"When community members participate in engagement activities, a type of positive feedback loop can occur: through social interactions, individuals build social networks and trust in each other, which can in turn lead to them participating in more community activities, including different types than they originally became involved in, such as civic involvement."

For an in-depth look into ageUK's research on Engaging with Older People, click here.

Celebrating Age-Friendly Sarasota
Sharing our Learnings

The AFS Community Report is complete and available for viewing and download. Stay abreast as AFS shares with you the findings across a variety of media outlets including Facebook and Twitter. There you will find information such as when to tune into the series of upcoming segments on Sarasota County’s Access Television.

#NationalFarmersMarketWeek

August 7 – 13 is National Farmers Market Week. Join us in supporting our community’s farmers and the merchants that make locally-sourced food and products available!

The impact of farmers markets extends beyond the obvious products they sell. They also provide a space for community members to engage and support each other. They encourage healthy living, create community cohesion and take advantage of existing public spaces like parks or urban streets - all key components of an age-friendly community.

And who knew Sarasota had so many...

Siesta Farmers Market | Sarasota Farmers Market | Siesta’s Farmers Market | Central Sarasota Farmers Market | Phillippi Estate Park

Submit Ideas

Want to share an upcoming event or program related to making Sarasota County age-friendly? Please send it to info@AgeFriendlySarasota.org.

Connect

#AgeFriendly | @AgeFriendlySRQ | AFS Facebook Page | AFS Website | Newsletter Sign Up

Supported by

Age-Friendly Sarasota Partners

Member of the World Health Organization Global Network of Age-friendly Cities and Communities

For questions, please contact info@AgeFriendlySarasota.org or call us at (941) 444-1243.