

Metropolitan Partnership in Aging

Issue Area: Economic Development

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Summary:

The Atlanta Regional Commission (ARC) is the regional planning and coordinating agency of intergovernmental affairs for their region. The commission serves a ten county area including and surrounding the city of Atlanta. In the Commission's past fifty years of experience, the ARC has seen demographics, attitudes, and policies change throughout the Greater Atlanta region. ARC has relied on several ideals that the organization strives to follow; the ARC are creative problem solvers, public service oriented, continuous learners, leadership builders, and team players. All five of these ideals have lead ARC's philosophy in unifying the region's collective resources for a prosperous future. One important resource that is part of ARC's underlying organizations is Atlanta's regional Area Agency on Aging (AAA).

The Atlanta Area Agency on Aging has seen the population rate of older adults grow faster than the general population rate between 1990 and 2000. Because this does not yet include the "seniorizing" of the baby boomer generation, Atlanta will surely have a very large older adult population in upcoming years. The ARC and Atlanta's AAA realized the economic benefits that a growing older adult population could bring to their region. As a result of their foresight, the ARC and Atlanta's AAA created the Metropolitan Partnership in Aging (MPIA). The MPIA was designed to aid local businesses and organizations establish a mutually beneficial relationship with older adults. By improving certain businesses' philosophies, store layouts, or programs, Atlanta's businesses could gain added economic revenue by helping older adults. In their own words, the MPIA's goals and mission can be described as follows:

"The **Metropolitan Partnership in Aging (MPIA)** is a consortium of 10 county-based aging programs and the Atlanta Regional Commission (ARC), Atlanta's Area Agency on Aging, to raise public awareness of the needs of senior citizens in the Atlanta region. The partnership works with area businesses to develop programs that are mutually beneficial to older adults, businesses and the aging network."

So far the MPIA has worked with several businesses and organizations by adapting programs to older adults. One example is the recently titled partnership, “Feed the Body, Feed the Mind,” which is a partnership between the MPIA and the *Atlanta Journal-Constitution*. This partnership works through the AAA’s daily home delivered meal system in Atlanta by supplying *Atlanta Journal-Constitution* to participants of the meal system. By sending a daily newspaper in addition to a meal, older adults are able to eat healthily and learn about their immediate community and the global community at the same time as well as increase the number of distributed newspapers. Since the inception of the MPIA, they have given out a series of awards for recognition of efforts to create an age-friendly community. Some companies that received awards were CVS for their “Vial of Life” program, Pfizer for their “Take Health to Heart” program, and a partnership titled GeorgiaCares.

Through awards and partnerships with other companies and organizations, the MPIA has become a regionally recognized partnership that helps both older adults and businesses live better and run better respectively. The MPIA’s mission statement best summarizes the influence of their partnership,

- Improve the quality of life for the elderly and their families in the Atlanta region;
- Establish a collaboration among providers of services to older adults in the Atlanta region;
- Promote public-private partnerships; and
- Generate support for cost-effective services for seniors.

The MPIA continues to be a success because of their devout interest in helping older adults and local businesses.

Related Resources:

“Metropolitan Partnership in Aging.” [Atlantic Regional Commission Area Agency on Aging](http://www.atlreg.com/aging/mpia.html). <<http://www.atlreg.com/aging/mpia.html>>.

“MPIA’s 2003 Business and Aging Awards.” [Atlantic Regional Commission Area Agency on Aging](http://www.atlreg.com/aging/2003mpia.html). <<http://www.atlreg.com/aging/2003mpia.html>>.

“AJC, Up the Creek Fish Camp and Grill Honored by Metropolitan Partnership in Aging.” [Regional Planning Newsbriefs](http://www.atlantaregional.com/regionaldata/novemberdecember2002.html). <<http://www.atlantaregional.com/regionaldata/novemberdecember2002.html>>.