FAIRFAX COUNTY
VIRGINIA



Older Adults Committee Meeting

Fairfax Area Agency on Aging - *SHAPE the Future of Aging Plan* Annual Update

Goodwin Living- StrongerMemory

Consumer Protection Commission - Pause, Question, Protect

Beth Ann Margetta, Assistant Program Manager, Department of Family Services, Fairfax Area Agency on Aging
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Jason Kratovil, Chairperson, Fairfax County Consumer Protection Commission

June 2, 2026

SHAPE the Future of Aging

SHAPE the Future of Aging

Annual Update

SHAPE Plan 2026 Update: Completed Initiatives

To view the recommendations referenced below or to see the full SHAPE plan, please visit: **Shape the Future of Aging Plan 2023-2028**

RECOMMENDATION	INITIATIVE	STATUS	DURATION	PARTNERS
Publicize comprehensive, easy-to-access information in multiple languages about services and events for older adults (p. 24).	Market Research/ Awareness Campaign	●●●●	🕒🕒	Vendor: Identika
Increase inclusion and acceptance of all older residents (p.27).	Exploring the Dimensions of Aging	●●●●	🕒🕒🕒	Elderlink
Assist older residents in accessing resources to meet their home accessibility needs (p.26).	Consumer Resource Guide to Home Repair and Renovation	●●●●	🕒🕒🕒	Rebuilding Together

SCORING KEY	
● ● ● ●	Initiative has been achieved or is now an established ongoing program.
● ● ●	Initiative has made significant progress and met half or more of its SMART goals.
● ●	Initiative has made progress and has received an equity review, SMART goals and champions have been identified, the initiative has been approved, and active work is happening on this initiative.
●	Initiative has made little progress or is inactive, due to limited resources or obstacles. Initiative has not yet been approved or is pending equity review and approval.

DURATION OF INITIATIVE KEY	
🕒	Short-term: 1 year or less
🕒🕒	Medium-term: 2-3 years
🕒🕒🕒	Long-term: 4 or more years

SHAPE Plan 2026 Update: Completed Initiatives

To view the recommendations referenced below or to see the full SHAPE plan, please visit: **Shape the Future of Aging Plan 2023-2028**

RECOMMENDATION	INITIATIVE	STATUS	DURATION	PARTNERS
Increase inclusion and acceptance of all older residents (p.27). Increase community engagement to decrease social isolation of older residents (p. 29).	Creating the Fairfax Culture of Connection – Coordinating Council on Aging and Adults with Disabilities (CCAAD) Pilot	●●●●	🕒🕒🕒	CCAAD, Fairfax AAA, Neighborhood and Community Services (NCS)
Increase awareness and education for financial security to prevent/reduce economic distress of older adults (p. 30).	Financial Planning Seminars Introduced in Senior Centers	●●●●	🕒🕒	Financial Empowerment Center at South County (Britepaths), NCS

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SHAPE Plan 2026 Update: New Initiatives

To view the recommendations referenced below or to see the full SHAPE plan, please visit: **Shape the Future of Aging Plan 2023-2028**

RECOMMENDATION	INITIATIVE	STATUS	DURATION	PARTNERS
Publicize comprehensive, easy-to-access information in multiple languages about services and events for older adults (p. 24).	Assessment and Growth of the 50+ Community Ambassador Program	●●	🕒🕒🕒	DFS AAA Volunteer Solutions, Community Ambassadors
Advance opportunities to reduce housing costs for older adults (p. 25).	Housing Affordability Case Brief	●●	🕒🕒🕒	Fairfax Area Commission On Aging, Department of Housing and Community Development
Increase awareness of protections to prevent financial exploitation of older adults (p. 30).	Develop and Implement Silver Shield Scam Information Text Alerts	●●	🕒🕒🕒	Silver Shield Anti-Scam Program, Department of Emergency Management and Security, Fairfax County Police Department

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SHAPE the Future of Aging Plan: 2026 Annual Update

COMMUNITY OUTREACH EFFORTS

- SHAPE initiatives continue to focus on promoting awareness of available services to the community through implementation of targeted and broad-based community outreach.

- Multiple recommended market research strategies for boosting visibility in the community across diverse populations have been implemented to increase community awareness of Adult & Aging Services.

- Two Public Service Announcements were launched in 2025 to highlight vital Adult and Aging services. These will be translated into the top languages spoken in Fairfax.

SHAPE the Future of Aging Plan: 2026 Annual Update

HIGHLIGHTS AND NEXT STEPS

- SHAPE initiatives have launched programs, expanded through partnerships, and resources have been created which are now available online and in print in multiple languages.
- A SHAPE mobile outreach partner, CARE Mobile, recognized by Virginia Commonwealth Council on Aging.
- Goodwin Living recognized for SHAPE initiative work promoting StrongerMemory in senior centers.
- A new Community Assessment Survey of Older Adults (CASOA) will be administered in June.
- Next SHAPE annual report at the Older Adults Committee Meeting in Spring of 2027.

Stronger Memory
Presentation

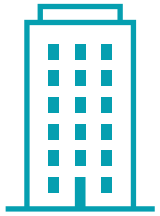
StrongerMemory: An Introduction



- 10 minutes per exercise. 30 minutes total. 4-5 days per week.
- A George Mason Study on StrongerMemory showed better total cognitive and recall scores on mini-MoCA scores after 12 weeks.
- StrongerMemory can be done independently, in pairs, or in groups.
    - We offered our 12-week curriculum for senior centers to use.

StrongerMemory & Senior Centers by the Numbers

- All senior centers operated by Fairfax County Neighborhood and Community Services implemented StrongerMemory into their programing.



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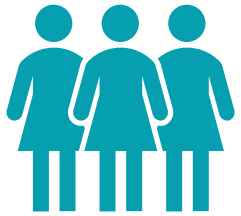
Senior centers across Fairfax County



10-15

Participants on average per senior center



3

Rounds of 12-week programing to date

Collaboration & SHAPE Impact


Stronger Memory℠
Powered by
Goodwin Living Foundation
Together, We Change Lives

對抗記憶力挑戰的簡易健腦運動歷史與背景

2012 年，我參加了一場非營利高齡照護服務提供者的會議。其中一場會議報告，內容是關於在專業護理機構中，與住民一起進行的大腦健康運動。該報告發現，專注於刺激大腦前額葉皮質的活動，可能有助於長者穩定並改善認知功能。當時，我的母親雖然和父親獨立生活在自己家中，但已開始出現認知能力下降的跡象：不斷重複說過的話、記不住談話內容，甚至在熟悉的地方迷路。

我請母親和我一起嘗試，承諾每天至少花 30 分鐘進行簡單的心智訓練，以活化她的「工作記憶」。研究指出，快速進行簡單數學運算、大聲朗讀和手寫這三種方式，能夠刺激前額葉皮質產生更活躍的大腦活動，並可能有助於改善大腦功能。

我的母親每天進行這些簡單的心智訓練：大聲朗讀書籍、雜誌或報紙；在日記本上手寫；以及計時完成簡單的數學題目來訓練專注力。不到 30 天，我母親重複言行的情況明顯減少，對談話內容的記憶力有所改善，也不再在熟悉的地方迷路。隨著她持續練習，她學會了打麻將，甚至開始教別人打橋牌。多年過去了，她仍然遵循這三步驟計劃，情況持續進步良好，讓她能夠與所有七個孫子女互動並共創回憶，這真是一份珍貴的禮物。

StrongerMemory | 由 Goodwin Living Foundation 提供支援 3

Thanks to Fairfax County StrongerMemory is now translated into **8** languages.

- English
- Spanish
- Amharic
- Farsi
- Korean
- Chinese Simplified
- Chinese Traditional
- Japanese

Staff and participants alike described the program as a **clear success**.

- Lincolnia Senior Center had **35 participants** in StrongerMemory sessions every day.

Participants shared real-life examples of cognitive gains, such as:

- Remembering shopping lists
- Recalling PINs and passwords
- Increased social engagement and confidence

Senior Center staff report that participants remain engaged and enthusiastic, including interest in continuing StrongerMemory **beyond** the initial 12-week cycle.

Looking Ahead

StrongerMemory is expanding to Fairfax County Public Libraries.

Based on three core models:

Facilitated Groups

- Tradional StrongerMemory model – 12-week structured weekly program.

StrongerMemory Kits

- Developed for library circulation with materials needed for completing StrongerMemory at home.

StrongerMemory Stations

- A physical place in the library where participants and caregivers can pick up StrongerMemory materials for temporary use while in the library.

A StrongerMemory facilitated group will be piloted in Dolly Maddison Library.

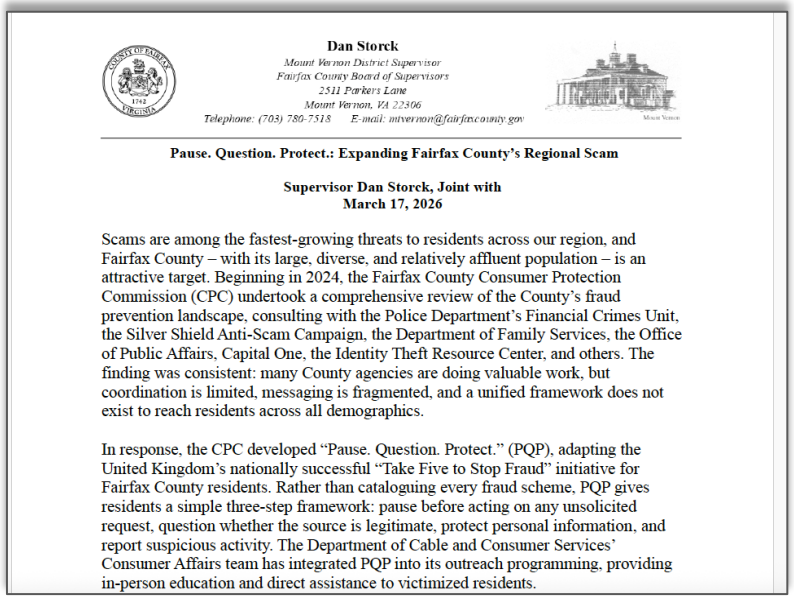
StrongerMemory kits are in development - preparing for circulation.

Pause. Question. Protect.

Update on Efforts to Create a Regional Anti-Scam Initiative

PQP Refresher: A Simple Framework. Built Here.

- 18 months of development by CPC; modeled on the UK's "Take Five" campaign.
- Already rolling out through DCCS Consumer Affairs, PD (limited)
- Supported by the BOS



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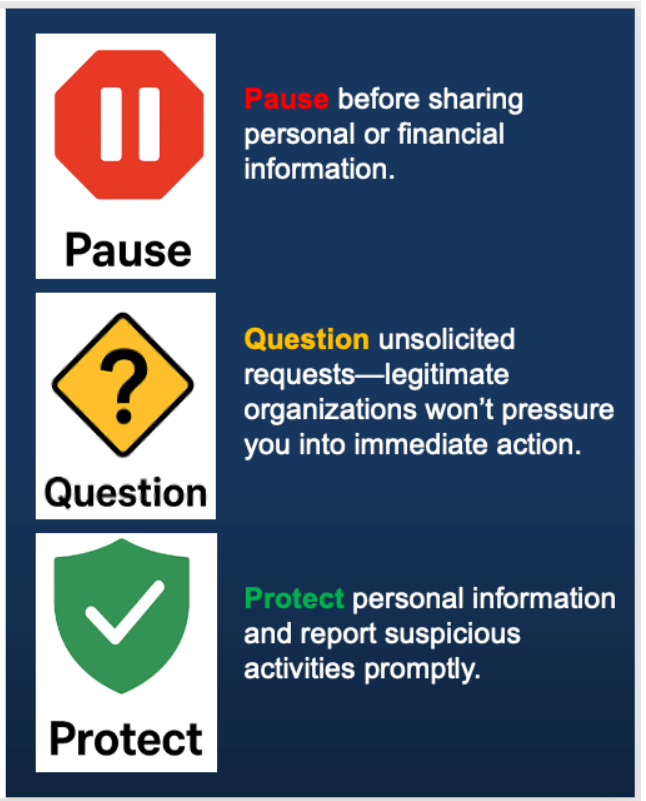
Pause. Question. Protect.: Expanding Fairfax County's Regional Scam

Supervisor Dan Storck, Joint with
March 17, 2026

Scams are among the fastest-growing threats to residents across our region, and Fairfax County – with its large, diverse, and relatively affluent population – is an attractive target. Beginning in 2024, the Fairfax County Consumer Protection Commission (CPC) undertook a comprehensive review of the County's fraud prevention landscape, consulting with the Police Department's Financial Crimes Unit, the Silver Shield Anti-Scam Campaign, the Department of Family Services, the Office of Public Affairs, Capital One, the Identity Theft Resource Center, and others. The finding was consistent: many County agencies are doing valuable work, but coordination is limited, messaging is fragmented, and a unified framework does not exist to reach residents across all demographics.

In response, the CPC developed "Pause. Question. Protect." (PQP), adapting the United Kingdom's nationally successful "Take Five to Stop Fraud" initiative for Fairfax County residents. Rather than cataloguing every fraud scheme, PQP gives residents a simple three-step framework: pause before acting on any unsolicited request, question whether the source is legitimate, protect personal information, and report suspicious activity. The Department of Cable and Consumer Services' Consumer Affairs team has integrated PQP into its outreach programming, providing in-person education and direct assistance to victimized residents.





April 9 FFX/USSS/COG Convening: *The Region is In*

- Approx. 45 attendees
- Run of show: JK/COG welcome, USSS, MoCo Police, JK – PQP presentation and pitch

Objectives

- Secure support for *Pause. Question. Protect.* as the shared regional framework
- Surface any concerns or reservations from participating jurisdictions
- Get each jurisdiction to commit at least one point of contact to help build out the effort

Core Building Blocks:

1. A shared message framework (already built); and common visual identity with local co-branding.
2. Distribution through channels they're already managing.
3. Designation of POCs; A coordinated launch window – fall 2026.

Attending Jurisdictions

Loudon Sheriff's Office
Arlington Co Government
Howard County Office of Consumer Protection
MoCo Office of Consumer Protection
MoCo Police
Loudon County Agency of Aging
Arlington Sheriff's Office
Bureau of Engraving and Printing Police
MoCo Office of Consumer Protection
FBI Washington Field Office
City of Alexandria
Virginia Social Services
Charles County
DC Dept. of Insurance, Securities and Banking
Loudon DFS
Falls Church Police
US Secret Service
Prince William Police

What Comes Next?

Regional:

- Working group forming now. Planning for May meeting.
- Initial ideas: Building shared website, asset toolkit, and tailored messaging
- Coordinated regional launch targeted for Fall 2026

Fairfax:

- Executing on 3/17 Board Matter: OPA and beyond
- Resourcing and Prioritization
- Challenges remain: Much activity, minimal cohesiveness, repetition or consistency.

When residents see the same message from their local government, their library, their police – repeatedly, from sources they trust – *behavior changes*.