



**A Message from
Broward County Mayor
Lois Wexler**

Broward County's elderly population is growing. According to the U.S. Census there are an estimated 340,000 elderly residents throughout the County: 19% of our population. By 2010, the "baby-boom" population enters retirement age and our elderly population is likely to "boom" also.

As we look ahead and plan for future growth in Broward County the Communities for a Lifetime initiative is very important. In May 2006, I brought the "Communities for a Lifetime" initiative to the Board of County Commissioners. It was adopted with unanimous support. Coral Springs, Sunrise and Tamarac were the first three cities in our County to adopt this initiative. The Cities of Cooper City, Coconut Creek, Deerfield Beach, Hollywood, Lauderdale Lakes, Parkland, West Park, and Wilton Manors have also adopted the initiative in their municipalities. Last month, the initiative was embraced by the Broward County Aging and Disability Resource Center (ARDC). The ARDC plans, develops, coordinates, and evaluates programs; funds services; and acts as an advocate for residents who are 60 years of age or older.

The "Communities for a Lifetime" Initiative is a program created by the Florida Department of Elder Affairs. It emphasizes the need for senior citizens to age in place with dignity, security and purpose. The initiative places a unique focus on the needs of the elderly when planning communities. It also asks communities to assess the needs of the elderly in areas such as housing, transportation, healthcare, recreation, education and accessibility. It is an important effort toward creating senior-friendly environments where people of all ages support the concept of "aging in place".

As you know, I have championed a number of programs and services that safeguard the health and welfare of senior citizens in Broward County. In 2007, I hosted the Elder Services Summit, which was an overwhelming success, with more than 300 people in attendance to discuss issues facing Broward County's senior population. Comments and discussions that took place during the Summit were incorporated into the 2007 Updated Elder Analysis Report/Business Plan for Broward County. You can view the report by going to my web page at www.broward.org and clicking "County Commissioners" and then clicking on "Lois Wexler". You will see the link for the 2007 Elder Services Summit Report.

I also introduced a prescription drug discount card, now available to all Broward County residents who have no health insurance or are underinsured for prescription drugs. Card holders can save in excess of 15% on most prescription drugs.

It is also critical that we use every opportunity to get the word out about Broward County's Vulnerable Population Registry. **The Vulnerable Population Registry** allows people who are disabled, frail or have health issues to register in advance with their city so that emergency workers may plan a better response following a hurricane or other emergency. To register, call the Broward County Call Center at 954-831-4000, TTY 954-831-3940 or your city's emergency management agency.

Please don't hesitate to call with your ideas, comments or suggestions. You can contact my office at (954) 357-7005 or e-mail me at lwexler@broward.org.

Sincerely,
Lois Wexler
Broward County Mayor
District 5 Commissioner