



News Release

Mayor Kicks Off "Communities for a Lifetime" Initiative in Broward County -- Initiative Focuses on "Aging in Place" --

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Broward County Mayor Lois Wexler will participate in a kick-off event for the "Communities for a Lifetime" Initiative tomorrow morning, Thursday, February 28, at 9:30 a.m. at the Aging and Disability Resource Center, 5300 Hiatus Rd., in Sunrise.

In May 2006, Mayor Wexler brought the "Communities for a Lifetime" Initiative to the Board of County Commissioners, which was adopted with unanimous support. She also presented the cities of Coral Springs, Sunrise and Tamarac with certificates of commendation for adopting the initiative in their municipalities.

The "Communities for a Lifetime" Initiative is a program created by the Florida Department of Elder Affairs and 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. The initiative asks communities to assess the needs of the elderly in areas such as housing, transportation, healthcare, recreation, education and accessibility.

"The Communities for a Lifetime Initiative is an important effort in valuing our elder residents and creating senior-friendly environments where individuals of all ages support the concept of 'aging in place'," said Stephen Ferrante, Director of Broward County Elderly and Veterans Services. "Mayor Wexler has consistently championed Broward's older adult population and those services that promote their quality of life."

Throughout her public service career, Mayor Wexler has championed a number of programs and services that safeguard the health and welfare of senior citizens in Broward County.

Her accomplishments include the 2007 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.

Mayor Wexler also pushed forward 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.

Partnering with the Florida Health Care Coalition (FHCC), Mayor Wexler promoted the Paul O'Neill Pledge or "POP" program in Broward County. The "POP" program warned consumers about the dangers of illegible drug prescriptions written by doctors and misinterpreted when filled by pharmacists. It encouraged consumers to accept only prescriptions that they could read. In August of 2007, the FHCC presented her with their prestigious Community Health Award at the Second Annual South Florida Conference.

For more information on the "Communities for a Lifetime" Initiative, please visit www.communitiesforalifetime.org.

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