

Age-Friendly Communities: Defining Local Principles

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Presenters:

- **Dominic Ventresca**, Co-Chair, Niagara Age-Friendly Community Network
- **Angela Andrews**, Chair, Aging Well Committee
Health Promoter, HKPR District Health Unit



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Session Overview



- Overview of Step 1: Defining Local Principles
- The Niagara Experience
- The Haliburton Experience
- AFC Website and Resources

Step 1: Defining Local Principles

Objectives

- Create structure around a local initiative
- Determine which AFC dimensions are most relevant to your community

Key skills

- Communications: convey the benefits of the AFC movement
- Stakeholder relations: connect and mobilize community members
- Facilitation: develop and promote focus groups
- Governance: organize and guide committees
- Basic numeric literacy: collect and present measurable information

Key tasks

- Form a steering committee
- Create guiding principles
- Build partnerships
- Create an age-friendly community profile
- Discuss priorities

Age-Friendly Community: Vision for Niagara

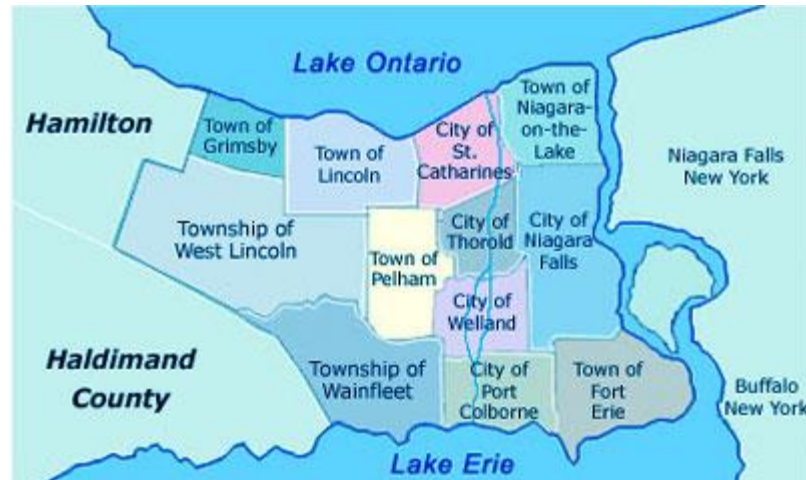
A caring community
that optimizes opportunities for overall well being
to enhance quality of life as people age



“A community for all ages”

Niagara Community Profile

- Regional Municipality of Niagara is an upper tier order of municipal government
- Encompasses 12 urban and rural local municipalities



Niagara Community Profile (cont'd)

- Population: 431,345*
- Over 65 population: 81,060 or 18.8%*
- Local area municipalities range in percentage of over 65: 12.0 % (West Lincoln) to 25.9% (Niagara-on-the-Lake)*
- Niagara attracts many older adult from other areas of Canada
- Age-Friendly Community (AFC) initiative has been volunteer community-driven effort

Overview of Age-Friendly Niagara

AFC Awareness Raising Project 2009-2013

- Ontario Trillium Foundation funded \$220,000
- In-kind contribution for office, technology, printing etc. received from partners
- Hired full time project coordinator
- Project Collaborative and coordinator provided regional leadership to raise AFC awareness and foster local action groups
- Sustained through resultant Niagara AFC Network

Overview of Age-Friendly Niagara

(cont'd)

Aging Strategy and Action Plan Project 2013-15

- Ontario Trillium Foundation funded \$70,000
- In-kind contributions: meeting rooms, printing
- Hired consultant to facilitate community engagement
- Conducted needs assessment
- Developed strategy and action plans
- Now implementing preliminary action plans

Defining Local Principles

“Form a Steering Committee”

- Age-Friendly Community Collaborative
 - Rose City Seniors Foundation
 - Welland Seniors Citizens Advisory Committee
 - Niagara Connects (i.e. Social Planning Council)
 - Regional Municipality of Niagara
 - City of Welland Recreation and Culture
 - Niagara College
 - Brock University

Defining Local Principles (cont'd)

“Build Partnerships”

- Stakeholders engaged in project included:
 - Municipalities - councillors and staff
 - Health service providers
 - Community support service agencies
 - Housing organizations
 - Transit authorities
 - Chambers of Commerce
 - Private sector (e.g. pharmacy, nursing agencies, retirement homes)

Defining Local Principles (cont'd)

“Create Guiding Principles and Discuss Priorities”

- Raising Awareness/Assessing Needs
 - Community presentations (including all municipal councils)
 - Representative Steering Committee for project
 - Focus groups with older adults in each community
 - Planning Teams
 - Key Informant interviews and Provider Survey
 - Community Forums and Implementation Workshop
 - Over 500 individuals were engaged

Our Local Priorities

1. Elevate the profile, level of leadership and engagement of seniors in the community
2. Facilitate an active and positive lifestyle for all seniors
3. Optimize the health and wellness of seniors
4. Improve access and utilization of services and supports
5. Improve and maintain a supportive infrastructure



Outcomes and Current Work

Aging Strategy and Action Plan

- Summary booklet and companion documents (i.e. full project report, implementation plan and toolkit)
- Documented needs, strategies and actions (e.g. recreation, housing, employment, transportation, health care etc.) for seniors who are *'well & fit'*, *'needing some help'* & *'needing 24/7 care'*

Outcomes and Current Work (cont'd)

Implementation Committee

- Representative membership
- Overseeing implementation of 5 identified goals with community champions & partners
- Presenting recommendations to all municipal councils
- Assessing appetite for Council on Aging
- Applying for new funding for implementation and evaluation

Keys to Success

- Create a Collaborative of partners (credible and respected people and organizations) to provide leadership through all AFC steps
- Build on existing reports completed by other stakeholders to avoid duplication and survey fatigue
- Build strong relationships with stakeholders in government, non-profit and business sectors

Keys to Success (cont'd)

- Keep municipal elected officials and key stakeholders informed to obtain and retain support for project directions
- Frame the project with opportunities to support economic and social development
- Allow sufficient time for project steps to ensure community understands and is engaged

Keys to Success (cont'd)

- Stage public events (e.g. initial project launch, final report launch, community forums) that attract media and key stakeholders
- Ensure energy and momentum is maintained
- Communicate strategy through an appealing succinct summary document available in print and electronically, with access to respective comprehensive companion documents

Keys to Success (cont'd)

- Ensure strategy has practical action steps with identified potential champions and partners, deliverables and timelines
- Create “win-win” situations to attract community champions for implementation
- Ensure older adults have a role in as many of the project processes as possible to ensure the project remains grounded and practical



Aging Well in Haliburton County

“Creating a Healthier Place to Live for All Ages”

Haliburton Community Profile

- Year-round population of 17, 000 (2011 Census)
- Rural area, two main villages (Minden and Haliburton)
- Seniors make up 27.9% of total population
- Two tier government
 - County of Haliburton with 4 municipalities (Dysart et al, Minden Hills, Algonquin Highlands, Highlands East)



Community Profile

- Ontario Public Health Units are required to address the prevention of injuries (falls across the lifespan)
- Accountability Agreement:
 - Reduce the number of fall-related emergency visits in older adults aged 65+ (rate per 100,000 per yr)

Age Friendly work is one project that helps us achieve the fall prevention mandate. We look at a fall as not one piece but many pieces from a seniors health and aging perspective.

Defining Local Principles

“Building Partnerships”

- **Winter 2008:** Breathe, Stretch and Have Fun Exercise Program at two seniors apartment buildings in Haliburton Village
- **March 2008:** Research brought forward the ***WHO Age-Friendly Communities Framework***. Goal of creating an **Age-Friendly Haliburton County**

“Form a Steering Committee”

- **May 2008:** Formed the Aging-Well Committee to give a voice to seniors’ and advocate on behalf of seniors in the County
- **June 2008:** Submitted funding application through New Horizons for Seniors to fund an Age-Friendly Haliburton County project.

Defining Local Principles

September 2008



“The bench, donated by Ray and Marilyn Selbie, acts as a rest spot for seniors who walk into town from Echo Hills apartments. It’s located on the steeper section of Highland Street and is just one of the projects that the Aging Well Committee is helping to promote for seniors. Matt James – Haliburton Echo

Defining Local Principles

“Build Partnerships”

February 2009

- Received funding from New Horizons for \$25,000
- Link with the Communities in Action Committee to create a “Healthy, Active, Age-Friendly Community”
- Partnered with U-Links Centre for Community Based Research to assist in project research
- Delegations to County Council and 4 Municipalities

Defining Local Principles

“Create Guiding Principles & Discuss Priorities”

May 2009

- **Survey:** U-Links Centre for Community Based Research
 - Trent University Student to assist with survey design, methodology, data collection and analysis
 - Committee Input

June 2009

- **Launch project** - Seniors Seminar
 - Promotion
 - Survey distribution

Defining Local Principles

“Create Guiding Principles & Discuss Priorities”

October/November 2009

- **Focus Groups** (4 - one in each municipality)
- **Interviews**

November 2009

- **Data Analysis** – inclusion research method

December 2009

- **Report created by U-Links**

Our Local Priorities

- **Accessibility**

- StopGap Ramp Project
- Handrails (Northern Lights Pavilion Theatre)
- Automatic door opener
- Bench installments, arm chairs in community centers,
- Encouraged local businesses to install handrails for ease of access into stores,
- Input into the streetscape plan for Dysart et al.,
- Awareness raising and taking action to support winter snow removal on sidewalks.
- Support for a local pool/recreation center

- **Transportation**

- participating in and supporting transportation strategies for the county
- promoting various transportation options

Our Local Priorities

- **Housing**

- Participating in and supporting forums and research to create a county housing strategy,
- Participating in local housing committee
- Promotion of creative housing options for rural communities

- **Communications**

- Aging Outside the Box (radio show)
- Supported and initiated the establishment of the local Haliburton Highlands CARP Chapter 54
- Radio interviews and announcements, news releases and recognition from municipal council as the knowledge base for senior's issues and concerns

Our Local Priorities

- **Political Engagement**

- Healthy People = Healthy Communities = Vibrant Economy.
- Official Plan Review

BACKGROUND:

Age-Friendly Communities

In age-friendly communities, people of all ages, especially seniors, can age well, live in security, enjoy good health and participate in society in a meaningful way.

Making Haliburton County age-friendly matters because:

It's good for health.
We want seniors to remain healthy, active and independent for as long as they can which will reduce the demand on local health services.

It's good for the local economy.
Seniors make a significant contribution to the economy both through their contributions of knowledge, skills and experience and their buying power.

Seniors aged 65+ represent 27.9% of the County's population.

Age-friendly and accessible communities create opportunities for seniors to actively contribute and spend money locally.

It improves the well-being of our community.
Healthy aging means reducing the severity of chronic diseases and disabilities in later life, as well as reducing the risk of falls, which are a leading cause of declining health and mobility in seniors.

What's happening?

The Aging Well Committee advocates for, promotes and takes action on creating an Age-Friendly Haliburton County.

The Aging Well Committee has worked with the Municipality of Dysart et al. and downtown businesses to improve accessibility by installing grab bars to help with steps and portable ramps at selected downtown businesses.

Health service providers are working together to coordinate seniors' health issues regarding falls prevention.

Haliburton Highlands CARP Chapter 54 was launched in 2013 and has been working hard to advocate for seniors throughout the county.

The Haliburton County Pool Committee has been advocating for a recreation facility and indoor pool in the county, which would provide many health benefits for families and older adults.

What the municipalities and county can do:

Consider and respond to the needs of seniors in all aspects of planning in order to make the community a desirable place to live.

Plan and design accessible facilities, such as adding benches along pathways, investing in safe walkways and large signage and providing adequate lighting. Communities that are good for seniors to get around are good for everyone!

Make villages and hamlets safe, clean and attractive places to walk.

Support housing development particularly for seniors.

Provide a core set of free and low-cost recreation programs that are available to all.

For more information contact: Angela Andrews, Chair, Aging Well Committee; Health Promoter, HKPR District Health Unit aandrews@hkpr.on.ca



Current Work

Second Phase - 2015

- Received \$25,000 Age Friendly Community Planning Grant
- An Age-Friendly Master Plan to guide the development of services and/or infrastructure for Haliburton County.
- The comprehensive guide will be a 3-year, multi-agency/stakeholder, comprehensive road-map to address and improve upon the needs and priorities of seniors aging in Haliburton County.

Keys to Success

- **Find the common links in your area**
 - Find partners (make friends)
 - Who's working on similar projects?
 - Who has a similar mandate?
 - Is there a committee you can join?
- **Talk to older adults/seniors directly and LISTEN!**
 - Find out who they are, what they like/dislike
 - What are their major concerns?
- **Find out who the decision makers are**
 - Have a conversation with them – share your ideas
 - Provide a delegation – let them know who you are

Keys to Success

- **Do some Research**
 - Find out what has already been started and adapt
- **Focus on small wins**
- **Find community champions**
- **DO NOT DEMAND CHANGE**
- **Create community dialogue**
 - radio interviews, newspaper articles, social media etc.

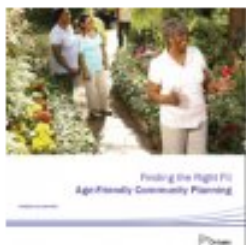
Keys to Success

- **Plan for evaluation**
- **Expect it to be a long road...change doesn't happen quickly**
- **Be visible and be heard**
- **Expect an ebb and flow**
- **Always look at sustainability and funding**

AFC Website Launch!

www.agefriendlyontario.ca

www.collectivitesamiesdesainesontario.ca



Age-Friendly Community Planning Guide

This section includes step-by-step tools to help communities follow Ontario's Age-Friendly Community (AFC)

planning guide for developing, implementing, and evaluating their AFCs. The eight dimensions of age-friendly communities should form the basis of AFC planning.

[Read more](#)



Ontario Age-Friendly Communities

Fill in the [community profile template](#) and email

to swebster@seniorshealthknowledge network.com to share information about your community's age-friendly initiative. To find out which communities received funding as part of the Age-Friendly Community Planning Grant Program visit the [Ontario Seniors' Secretariat webpage](#).

[Read more](#)



AFC Knowledge Exchange

The AFC Knowledge Exchange is where you can learn from others, join the AFC conversation, get conn

[Read more](#)



AFC Resources

This section links to other resources to help with age-friendly planning, including guides, tools, websites, and funding opportunities.

[Read more](#)

Step 1 How-To Plain Language Summaries

- How to form a steering committee
- How to create guiding principles
- How to build partnerships
- How to create an age-friendly profile
- How to discuss priorities

Additional Resources

- AFC Website
 - www.agefriendlyontario.ca
 - www.collectivitesamiesdesainesontario.ca
- Niagara Aging Strategy & Action Plan: Booklet
 - www.niagaraknowledgeexchange.com/resources-publications/niagara-aging-strategy-and-action-plan/
- Niagara Aging Strategy & Action Plan: Implementation Template
 - www.niagaraknowledgeexchange.com/resources-publications/niagara-aging-strategy-and-action-plan-implementation-template/
- Niagara Aging Strategy & Action Plan: Full Project Report
 - www.niagaraknowledgeexchange.com/resources-publications/niagara-aging-strategy-and-action-plan-project-report/

Thank you!

Contact:

- Dominic Ventresca
 - d.ventresca@sympatico.ca
- Angela Andrews
 - aandrews@hkpr.on.ca
- Sarah Webster
 - swebster@seniorshealthknowledgenetwork.com
 - 1-844-276-5756
- Provincial AFC distribution list
 - <http://bit.ly/1N7v8rw>

**Next webinar “Creating a Custom Needs Assessment”
(December 9th, 2015 @ 1:00 PM)**