

## **Seniors Advisory Committee for the Township of Greater Madawaska**

**Delegation to Township Council, November 18, 2019**

**Presenter: Jim Libbey**

### **Background**

According to the 2016 Government of Canada census, 55% of the residents of the Township of Greater Madawaska are aged 55 and over.

In June of 2016, Council approved the Greater Madawaska Age-Friendly Community Plan. The plan was developed with the help of a Steering Committee comprised of representatives from seniors interest groups and service organizations from throughout the Municipality.

The resulting vision sees *Greater Madawaska as a vibrant and caring community which supports older adults to live independent, healthy, active and productive lives.*

Following the release of the plan, Council approved the creation of the Seniors Advisory Committee (SAC) to assist the Township in the implementation and evaluation of the plan. The previous Committee, 2016 to 2018, determined that communication should be the priority for the work the Committee, with a particular focus on communication with isolated and disabled seniors.

Members of the current Seniors Advisory Committee are: Glen MacPherson (Chair), Cathy Jordan, Robert Lavalley, Joanne McManus, Gail Murphy and me. We are continuing the work of the previous SAC.

## **SAC Goals and Objectives 2019-2022**

### **Overall Goal**

To enhance the quality of life of all older adults in Greater Madawaska by ensuring that effective communication strategies are in place by:

- Ensuring that older adults in Great Madawaska have access to reliable and current information on programs, services, activities, resources, etc.
- Recognizing the challenges faced by vulnerable and isolated seniors and ensuring that the communication strategies consider their unique needs.

### **Overall Objectives in Three Themes**

#### **Theme #1 Community Services for Older Adults Booklet**

- 1) To monitor the annual update and distribution of the Community Services for Older Adults booklet

- 2) In Year 4, to evaluate the effectiveness of this communication strategy

### Theme #2 Expand the use of the Township's Website Notification Service

- 1) To encourage use of the current website notification service
- 2) To the extent possible, ensure the integration of this priority with the Township's emergency communication planning
- 3) To provide input as the Township explores opportunities to adapt or upgrade the existing service to allow targeted notifications to isolated seniors, family members and other supporters

### Theme #3 Enhance Communication by Building on Community Capacity Thereby Building a Culture of Caring for Seniors

- 1) To assess the current capacity (formal and informal) to connect with vulnerable and isolated seniors
- 2) To engage partners to explore opportunities to create and implement a communication strategy that builds on existing strengths.

### **Today's Request:**

In 2018, SAC developed the Community Services for Older Adults booklet which provides a comprehensive directory of services available to seniors living in Greater Madawaska. Several Ontario municipalities have done this.

The booklet was reviewed and updated over the summer with the assistance of township staff; we are now ready to publish. Using SAC's \$500 2019 budget plus donations from the Dacre & Area Community Association and the Calabogie Lions Club, we plan to distribute hard copies through community hubs within the Township, such as churches, libraries, community halls and medical centres.

We also want to publish an electronic version of this booklet. We request that Council approve the publication of the Community Services for Older Adults booklet and grant permission to have the booklet posted on the Municipal website.

As a final comment, I note that SAC's role to support the development and role-out of new programs for seniors will inevitably lead to the need for some investment and ongoing budget for operations and maintenance. We look forward to this Council's support for the Age-Friendly Community agenda.

We are open for questions and comments.