



Age-Friendly Community Plan for the Township of Greater Madawaska

Prepared by:



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Introduction

The Ontario Seniors' Secretariat defines an age-friendly community as providing the "supportive physical and social environments that enable older people to live active, safe and meaningful lives that continue to contribute in all areas of community life". A fundamental principle underlying this definition is that the health, welfare and quality of life of the older population are directly related to the social participation and social connectedness at the community level. Age-friendly communities take into account the preferences of seniors to remain independent and continue to live in their homes or communities for as long as possible.



World Health Organization's Eight Domains of Age-Friendly Communities

The accompanying figure illustrates the 8 building blocks of age-friendly communities. These have been adopted by the Ontario Seniors' Secretariat as the strategic framework for preparing Age-Friendly Plans and have been used by communities throughout Canada. See Appendix 1 and 3 in the background report for more information on Age Friendly Planning.

Greater Madawaska Demographics

According to Statistic Canada's 2011 Census, just over one-quarter (25.8%) of Greater Madawaska's total population was 65+ years of age and 23.9% of the population aged between 55 and 64 years of age. Greater Madawaska's median age in 2011 was 54.8 years which is significantly older than Renfrew County with a median age of 47.3 years and Ontario at 40.4 years of age. Please refer to Appendix 2 for a visual representation of the demographic statistics.

Greater Madawaska's demographic profile reflects the Township's appealing rural life style, small town feel and natural environment which has attracted retirees and early retirees to the community especially from the City of Ottawa. Many seasonal residents or cottagers also decide to keep Greater Madawaska as their permanent place of residence after retirement.

The demographic trends clearly indicate that the Township's aging population is a long term trend that is expected to last as the Baby Boomer generation continues to get older. The Township, and other levels of government, need to plan for this demographic shift which will impact on the delivery of programs and services as the needs and demands of seniors change over time especially in terms of health challenges and living accommodation. The Township and the County of Renfrew have a direct influence in several age-friendly domains in terms of the provision of services and programs and in setting policy direction.

Methodology – Developing Greater Madawaska’s Age Friendly Community Plan

Steps and tasks taken to complete Greater Madawaska’s Age-Friendly Plan:

- Analysis of population / demographic changes and trends.
- Review of relevant Ontario, County and Township policies.
- Literature and best practices review of age-friendly strategies of other communities focussing on Ontario examples.
- Preparation of a public survey available online at the Township’s website and in hard copies available at various locations and by mail.
- Community workshops held in the communities of Calabogie, Griffith and Dacre.

In addition, a Seniors Steering Committee with representation from a cross section of community based seniors’ organizations was established. The Steering Committee provided input and direction throughout the planning process.

The strategies and actions contained in the Age-Friendly Community Plan are based on the results/priorities from the community consultations and public survey and input from the Seniors Steering Committee. The Plan also places emphasis on actions which can be directly influenced by Township Council. For more detail on the methodology for developing the Age Friendly Community Plan see Appendix 4. Details on the community consultations can be found in Appendix 5.

Plan Overview

This report contains an overview for the Greater Madawaska Age Friendly Community Plan. Important elements of the Plan:

Snap-shot of the Age-Friendly Community Plan

The snap-shot outlines the Plan’s mission, goals and guiding principles.

Summary Action Matrix

The Summary Action Matrix provides a guideline to support the Age-Friendly Community Plan objectives. The matrix identifies benchmarks for each strategy/recommended actions:

1. Anticipated timeline to achieve action item
2. Deliverables or indicators to provide context for goal achievement

Greater Madawaska’s Age Friendly Community Plan is founded in promoting strong collaboration and partnerships between community stakeholders. A key recommended action item in the following Summary Action Matrix is the establishment of a Seniors Advisory Committee (Action item 6.1.1). The active participation and involvement of seniors in decision making and the implementation of age-friendly initiatives is critical to a meaningful and

sustainable change processes. It is also intended that the Seniors Advisory Committee assume leadership in a number of actions in the Action Summary Matrix. The Seniors Advisory Committee will work closely with Township Council and staff to implement and monitor the Plan. Another key role of the Seniors Advisory Committee is to bring together leaders of seniors' organizations from across the Municipality to generate conversation, form partnerships, and create solutions to shared challenges.

Background Report

The Background Report provides further detail and context on Greater Madawaska's Age Friendly Community Plan including; an executive summary of the Age Friendly Community Plan, background context, Age-Friendly strategic framework, methodology, results of demographic analysis and the community consultations. Please refer to the background report for further detail on Age Friendly Planning in Greater Madawaska.

Greater Madawaska’s Age-Friendly Community Plan Summary

Vision Statement		
<i>Greater Madawaska is a vibrant and caring community which supports older adults to live independent, healthy, active and productive lives.</i>		
Initiatives of Greater Madawaska Age Friendly Community Plan		
<ul style="list-style-type: none"> • Advocate for sustained housing funding from Provincial and Federal governments and private industry to bring affordable housing units for seniors to Greater Madawaska; • Lobby for equal access to high speed internet service 	<ul style="list-style-type: none"> • Continue to support volunteers and community service groups projects and programming that enhance the quality of life of older adults in Greater Madawaska • Continue to support the Renfrew Area Health Services Village and other Provincial / regional medical recruitment initiatives 	
Goals and Strategies by Age-Friendly Building Blocks		
Strategy 1.1 & 1.2 Housing	Strategy 2.1 & 2.2 Community Support & Health	Strategy 3.1 Transportation & Mobility
<p>Goal: Provide information and resources that allow seniors to stay in their homes, close to family, personal support networks and the community even as their needs change.</p> <p>Strategies:</p> <p>1.1 Encourage/ support initiatives to provide innovative and accessible housing choices for seniors;</p> <p>1.2 Support seniors’ abilities to live independently in their homes by encouraging them to make barrier free/accessibility improvements</p>	<p>Goal: Provide older adults with convenient access to community support and health services that promote wellness/active aging through an integrated network of resources and service providers.</p> <p>Strategies</p> <p>2.1 Improve access to community support and health services that assist older adults to age in place</p> <p>2.2 Increase awareness in home fire and fall safety for older adults; and accessibility in the home as adults age</p>	<p>Goal: Provide seniors with an inventory of available transportation services, identify current service gaps and recommend a plan to increase efficiency and widen reach of transportation services for seniors in the Township.</p> <p>Strategy:</p> <p>3.1 Increase affordable transportation services and options to seniors who are unable to drive themselves</p>
Strategy 4.1, 4.2, 4.3 Communications & Information	Strategy 5.1 & 5.2 Social Participation	Strategy 6.1, 6.2, 6.3 Social Inclusion Civic Participation
<p>Goal: Provide information on seniors’ interest news, programs and training opportunities is readily available, reliable, current and easily accessible.</p> <p>Strategies:</p> <p>4.1 Establish a procedure to distribute information to seniors</p> <p>4.2 Increase awareness and access to information on seniors’ programs and services</p> <p>4.3 Encourage seniors’ technology adaptation</p>	<p>Goal: Provide opportunities for seniors to actively enjoy the natural amenities, recreational facilities, programs and events that Greater Madawaska has to offer.</p> <p>Strategies:</p> <p>5.1 Promote opportunities for social participation in accessible spaces to meet diverse needs of older adults</p> <p>5.2 Promote and encourage social participation targeting older adults</p>	<p>Goal: Provide opportunities for seniors to contribute in diverse ways to a community that both respects and values their efforts.</p> <p>Strategies:</p> <p>6.1 Encourage seniors to have a voice in decisions that affect their community</p> <p>6.2 Promote volunteer opportunities to seniors to enhance community engagement and social connectivity</p> <p>6.3 Enhance public awareness of Greater Madawaska as an Age Friendly Community</p>
<p>Note: Priorities as identified through public consultations. Social Inclusion and Civic Participation are combined into one domain.</p>		

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Summary Action Matrix							
Actions by Domain		Timeline					Deliverables / Indicators
		2016	2017	2018	2019-22	2023-26	
1.	Housing						
Strategy 1.1: Encourage and support initiatives to provide innovative and accessible housing choices for seniors							
1.1.1	Support and promote GMSHC's 5-Unit project proposal in Griffith and future affordable housing initiatives	X	X	X	X	X	Publicly support and promote GMSHC organizations and events/initiatives to the public utilizing Township website, Messenger, social media; look into fast tracking Municipal approvals required for the project.
1.1.2	Identify and pursue opportunities for affordable seniors housing in Greater Madawaska	X	X	X	X	X	Continue to investigate available land for seniors housing; advocate for Age-Friendly by-laws; Increase in choices for affordable housing for seniors in Greater Madawaska.
Strategy 1.2: Support seniors' abilities to live independently in their homes by encouraging them to make barrier free and accessibility improvements							
1.2.1	Increase awareness of Provincial/Federal home improvement programs and other financial assistance	X	X	X	X	X	As programs are announced send notices to seniors group contacts, promote programs on the Township website, coordinate education workshops as needed; creation of a seniors' corner page on website; links to seniors organizations in Greater Madawaska.
2.	Community Support and Health Services						
Strategy 2.1: Improve access to community support and health services that assist older adults to age in place.							
2.1.1	Promote information sharing on home support services; prevention and training programs to seniors/caregivers incorporate into Township Communications Plan	X	X	X	X		Dedicate a section in one Messenger annually focused on seniors' health/support services. Create page on Township website to serve as a resource for seniors' health/support services
2.1.2	Encourage coordination between emergency services and promote training for health emergency situations		X	X	X		Based on interest, coordinate one training session each year (e.g. first aid/ CPR, defibrillator training etc.) Promote health/safety information in Messenger on Township website, social media; work with Fire Department to assess gaps in emergency service response times and identify if actions can be taken to shorten wait time for residents to access emergency health services (e.g. CPR, oxygen, first aid etc.)
2.1.3	Promote volunteer opportunities	X	X	X	X		Increased awareness of volunteer support activities
Strategy 2.2: Increase awareness in home fire and fall safety for older adults; and accessibility in the home as adults age.							

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2.2.1	Provide information on fire and fall prevention, and home accessibility improvements to older adults	X	X	X	X		Promote fire safety messages in Messenger, web site, contact Renfrew County Health Unit for potential educational workshops on fall prevention available to Township residents	
Actions by Domain		Timeline					Deliverables / Indicators	
		2016	2017	2018	2019-22	2023-26		
3.	Transportation & Mobility							
Strategy 3.1: Increase affordable transportation services and options to seniors who are unable to drive themselves.								
3.1.1	Increase awareness and promote the use of transportation services currently available	X	X				Promote Calabogie and Renfrew Home Support services (including transportation) through Messenger, website, social media; create an inventory of seniors transportation available to residents in Township; identify opportunities for partnerships and/or agreements to provide scheduled opportunities for seniors to access transportation	
4.	Communications & Information							
Strategy 4.1: Establish a procedure to distribute information to seniors living in Greater Madawaska.								
4.1.1	Maintain an inventory of existing Provincial/Federal government funding programs and share information as it is announced	X	X	X	X	X	Create a data base of Seniors organization contacts; share information on funding opportunities as they are announced; offer support for grant applications as needed; share information on website, senior's information boxes at the Township office, library, DACA center, Calabogie Community Centre, Denbigh-Griffith Lions Club Hall, New 2 U Shop, Matawatchan Hall.	
Strategy 4.2: Increase awareness and access to information on seniors' programs and services								
4.2.1	Develop a Communication Plan to support the dissemination of key information for older adults	X					Develop a Communications Plan for the Township with a provision for communicating with the senior demographic; receive suggestions from the Seniors Advisory Committee on how to best communicate with seniors in the Township	
4.2.2	Develop a dedicated older adults' page on web site that provides a central source of information	X					Creation of a Seniors Corner tab on the Township website; page content to host relevant senior specific news, events, programs, resources etc.; update page frequently so content remains current	
Strategy 4.3: Encourage seniors' adaptation of technology								

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4.3.1	Host technology/digital training and literacy programs		X	X	X		Work with Seniors Advisory Committee and Greater Madawaska Public Library to identify relevant technology education workshops/training opportunities, host 2 workshops per year; promote learning/training opportunities at the library through Messenger, website, social media, seniors corner
Actions by Domain		Timeline					Deliverables / Indicators
		2016	2017	2018	2019-22	2023-26	
5.	Social Participation						
Strategy 5.1: Promote opportunities for social participation in accessible spaces to meet diverse needs of older adults.							
5.1.1	Maintain a seniors programming database and share information and promote programs offered by Township, private sector/local businesses	X	X				Create an inventory and maintain database of Township and private sector recreation programs for seniors and include; promote through Messenger, Recreation flyer, website, social media. In registration paperwork provide a line for where the participant heard about the program
5.1.2	Obtain ongoing input from seniors regarding satisfaction with current programs and in planning decisions around future programs	X	X	X	X	X	Provide surveys at the end of recreation programming for input and suggestions from participants. Review the results with Recreation Coordinator and SAC when planning future programming
5.1.3	Continue to support and promote existing community centres as local "community hubs"	X	X	X	X	X	Continue partnerships with Committees/Service Groups for the use of Community Halls. List Township facilities and rental details on website
Strategy 5.2: Promote and encourage social participation targeting older adults.							
5.2.1	Research seniors outreach initiatives to encourage participation in social events/activities - focus on isolated seniors, seniors with disabilities, and seniors new to the area	X	X	X	X	X	Compile an inventory of outreach initiatives/resources and best practices, incorporate into Communications Plan
6.	Social Inclusion & Civic Participation						
Strategy 6.1: Encourage seniors to have a voice in decisions that affect their community.							
6.1.1	Establish a Seniors Advisory Committee to advise Council and community on Age Friendly Community Planning and initiatives	X					Create a Terms of Reference for the Seniors Advisory Committee, present a report to Council advising a Seniors Advisory Committee be formed; call for Committee members; present report to Council appoint members
Strategy 6.2: Promote volunteer opportunities to seniors to enhance community engagement and social connectivity.							

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6.2.1	Promote local volunteer opportunities for seniors	X	X	X	X	X	Continue to promote volunteer opportunities through Volgistics software, Messenger, flyers, website, and social media
Strategy 6.3: Enhance public awareness of Greater Madawaska as an Age Friendly Community.							
6.3.1	Apply for World Health Organization (WHO) Age Friendly Community Designation	X	X				Prepare and submit application; if approved by WHO become a member of International Network of Age-Friendly cities

In order for the Age Friendly Community Plan to evolve in the future, a list of potential stakeholder partners has been compiled. Please see Attachment A in the background report for a list of other potential stakeholder partners not listed in the Action Summary Matrix.