



**The Corporation of the Township of Tay
Seniors Advisory Committee**

Agenda

**May 13, 2019
2:00 p.m.**

Municipal Office – Administration Board Room

- 1. Call to Order:**
- 2. Acceptance of Agenda:**
- 3. Declarations of Pecuniary Interest:**
- 4. Adoption of Minutes:**
 - 4.1 Minutes of March 4th, 2019
 - 4.2 Minutes of April 15th, 2019
- 5. Correspondence:**
- 6. Items for Information:**
 - 6.1 Simcoe County
Re: Age-Friendly Business Recognition Program – Info Sheet
 - 6.2 Simcoe County
Re: Age-Friendly Business/Organization Guide & Recognition Program
- 7. New & Unfinished Business:**
 - 7.1 (a) Seniors Fair – June 7th, 2019
(b) Survey
 - 7.2 Transportation/Socializing for Isolated Seniors
 - 7.3 Creation of E-mail List to Connect with Seniors
 - 7.4 Sub-committee for Gingerbread House Making Event
 - 7.5 Confirmation of Seniors Talks Series - Fall 2019
- 8. Adjournment:**

**The Corporation of the Township of Tay
Seniors Advisory Committee Meeting
March 4, 2019
2:00 P.M.**

Present: Councillor Mary Warnock
Cate Root, Chair
Joanne Granger
Joyce Himel
Janet Pattullo
Shirley White

Staff Present: Alison Gray, Clerk
Cyndi Bonneville, Recording Secretary

1. **Call to Order:**
The Chair called the meeting to order at 2:05 p.m.
2. **Acceptance of Agenda:**
Moved by: Joanne Granger
Seconded by: Janet Pattullo
That the March 4, 2019 agenda be adopted with the following amendment:
 - 7.10 – Program Ideas - Seniors Craft Day with Kids
Carried.
3. **Declarations of Pecuniary Interest:**
None were presented.
4. **Adoption of the Minutes:**
Moved by: Joyce Himel
Seconded by: Shirley White
That the January 14, 2019 minutes be adopted as presented.
Carried.
5. **Correspondence:**
 - 5.1 **Invitation from the Age-Friendly Advisory Committee – Re: Geriatric Developments**
The Chair advised that the upcoming presentation will focus on the geriatric developments happening in Simcoe County and speakers will provide an update on the specialized geriatric services in our area. The Chair extended an invitation to all members to attend, if available.
6. **Items for Information:**
None were presented.
7. **New & Unfinished Business:**
 - 7.1 **Seniors Talk Series**
Members commented on how well attended the February Senior's Talks session was and it was agreed that additional marketing techniques be implemented to attract more seniors to attend.

It was suggested that a list of local groups be collected and that members approach the groups to announce the Senior's Talk sessions during their events. It was also suggested that the Senior's Talk Series flyer be placed in the Welcome Wagon packages circulated to new owners. Concern was expressed with ensuring the information was current and Joyce agreed to oversee this project.

Discussion ensued with respect to upcoming topics and it was suggested that Ted Chivers who selects the talks for the MCC series be contacted. It was agreed that Joyce extend an invitation to Ted to attend a future meeting. Other topics for consideration included Alzheimer's Awareness, Hydro Grants (winterization) and Elder Abuse.

The Chair highly recommended that members review the Ontario Health and Wellness website which provides information on resources available for seniors in Ontario, including tax credits, health, caregiving, housing and staying safe.

www.ontario.ca/page/guide-programs-and-services-seniors

7.2 County Funding - Update

The Chair recapped discussions with Jane Sinclair, General Manager Health & Emergency Services, with respect to future funding. Councillor Warnock added that the money is in the budget however the County has yet to develop the criteria and process for the application.

Discussion ensued with respect to consultant fees to create a Seniors Aging Plan for Tay and the Chair questioned if this process could be incorporated with the work of the Township's Strategic Planning Consultant. Staff spoke to the matter.

Councillor Warnock suggested that we mirror Tiny's Seniors Plan and seek assistance of consultant, Dave Clark. Staff recommended with the Province undertaking a review of regional government the Committee may want to postpone the Seniors Aging Plan as some services and programs may be at risk of being cut.

7.3 Meeting with Maggie Off, Tiny Township

The Chair provided a comparable of Tiny and Tay's Recreation Department as it relates to the time and commitment required to successfully carry out a Seniors Plan. Councillor Warnock noted that the Town of Midland and Penetang are scaling back and chances are that the North Simcoe Senior Advisory Committee will not continue.

After discussion and consideration it was agreed that the Tay Seniors Advisory Committee continue to work with Tiny's Seniors Committee.

7.4 Age Friendly Communities – Determinants of Health

For information the Chair provided a list outlining eight dimensions which form the basis of age-friendly communities. These dimensions consider both the physical and social aspects of communities that contribute to independent and active aging.

7.5 Transportation – Update MET

The Chair provided the committee with an update on the MET program which was initiated as a pilot project from Honey Harbour and the District of Muskoka. A discussion ensued with respect to transportation hindrances seniors' face on a regular basis.

To bring awareness to seniors as to what services and resources are available to them it was agreed that a list be compiled and posted to the Township's website and other social media. Services can include grocery and prescription delivery and volunteer groups that provide transportation to appointments.

7.6 Housing – Update Seniors Housing at Oakwood

The Clerk provided an update on the status of the County's affordable seniors and persons with disabilities residence to be built off of Maple Street behind Oakwood Community Centre. The three-storey building will house 41 units and construction is expected to commence within the next few weeks.

7.7 Food Security – Food Banks, St. Mary's

The Chair spoke of food banks available to residents in Tay and it was agreed that the area food banks and the Good Food Box program be included on the list of services/resources available to seniors.

7.8 Health Care

The Chair queried where information on senior's health care issues can be obtained and the following organizations were noted.

- *Care Partners* is an organization that provides health care, PSW's, rehabilitation and nursing care for patients in home.
- *Bayshore Health Care* is an organization that provides services to enhance the quality of life for seniors at home.

7.9 Safe Public Places

The Chair questioned if there are any services and programs available that will keep seniors connected while providing a state of well-being. It was noted that the Port McNicoll Library is accessible and offers programs, the VON's offer free low impact programs at the community centres and the North Simcoe Family Health Team provides a variety of programs and services.

7.10 Seniors Craft Day with Kids

The Chair suggested that the group consider a craft that could be done with both seniors and children in mind. It was agreed that a gingerbread house making session be held in December and further that members approach the local food store for donation of kits.

At this point in the meeting a discussion ensued with respect to relocating the kiosk at the corner of Triple Bay Road and Talbot Street to the area at First and Woodlands Avenue. It was agreed that the proposed location would welcome more users to the kiosk and Shirley offered to maintain the board if relocated. Staff will check into this request and report back accordingly.

8. **ADJOURNMENT:**

Moved by: Shirley White

Seconded by: Joanne Granger

That this Seniors Advisory Committee meeting adjourn at 3:50 p.m.

Carried.

Cate Root, Chair

**The Corporation of the Township of Tay
Seniors Advisory Committee
Special Meeting
April 15, 2019
10:00 A.M.**

Present: Councillor Mary Warnock
Cate Root, Chair
Joanne Granger
Janet Pattullo
Shirley White

Staff Present: Alison Gray, Clerk
Cyndi Bonneville, Recording Secretary

Regrets: Joyce Himel

1. **Call to Order:**
The Chair called the meeting to order at 10:04 a.m.
2. **Acceptance of Agenda:**
Moved by: Councillor Warnock
Seconded by: Janet Pattullo
That the April 15, 2019 agenda be adopted as presented.
Carried.

3. **Declarations of Pecuniary Interest:**
None were presented.

4. **New & Unfinished Business:**

- 4.1 **Gathering Seniors Day Session**

The Chair spoke of the crucial need of volunteers to assist organizations with events and the desire to encourage seniors in the community to embrace these volunteer opportunities. As it is common knowledge that isolated seniors are more prone to depression and health issues the Chair, along with the Library CEO, suggested hosting a gathering seniors day session to bring awareness of the ways seniors can get involved in their community.

The Clerk commented that this event is a valuable idea but if the committee selects to host a gathering seniors day session it is up to this committee solely to run it. Discussion ensued with respect to the required time to properly organize and promote the event in order to make it a success. It was agreed that the date be changed from Friday, May 10th to Friday, June 7th which will allow members time to extend an invitation to community partners to attend. The Chair will circulate a list assigning each member an organization(s) to contact.

At this point in the meeting a discussion ensued with respect to promoting the event and it was agreed that the Clerk will work with the Communications/Special Projects staff to create a flyer for circulation. Other items of discussion included venue setup, choice of snacks and potential transportation for seniors to attend the event.

5. **ADJOURNMENT:**

Moved by: Shirley White

Seconded by: Joanne Granger

That this Seniors Advisory Committee meeting adjourn at 10:45 a.m.

Carried.

Cate Root, Chair



Simcoe County Age-Friendly

Business Recognition Program



Simcoe's Age-Friendly Business Program

Helps business owners assess whether their business is designed to serve everyone.

The program provides a guide, resources, tools and recognition to enable business owners to identify, promote and be recognized for implementing age-friendly practices.

As our population ages, it makes viable business sense to adapt to meet changing needs.

Did You Know?

An Age-Friendly business:

- ✓ Is people-friendly and of value to everyone
- ✓ Creates positive customer interactions and experience
- ✓ Modifies physical spaces and services to better serve older customers
- ✓ Responds to the unique needs of the aging population
- ✓ Benefits all ages and abilities
- ✓ Is key to making a community more livable and engaged

Here's how to get started

Use the **Age-Friendly Business Guide** online at www.simcoe.ca/age-friendly or request a copy by email at agefriendly@simcoe.ca or call (705) 726-9300 ext. 1405.

This guide will help you evaluate your business environment and service delivery and learn how other businesses are joining the age-friendly movement.

How to be recognized as an age-friendly business

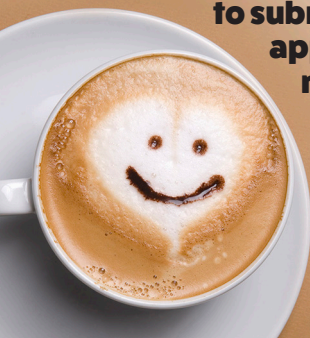
The **Age-Friendly Business Guide** includes an Application for Recognition Form so you can let us know how your business is age-friendly. The deadline is June 1 of any given year. Applications are reviewed by a Simcoe County Age-Friendly Advisory sub-committee.

Successful applicants receive:

- Extensive promotion across the County and beyond
 - Regional business directory
 - Press Release
 - Social Media
 - Website
 - Map
- Age-friendly recognition certificate
- "We're Age-Friendly" decal to display your commitment



**The first 10 businesses
to submit their
application will
receive a free
coffee break
and County of
Simcoe swag
for their staff.**



Population facts

- The Canadian population aged 65+ will double to 10.4 million during the next 20 years. Federation of Canadian Municipalities 2013
- In Simcoe County, the proportion of adults aged 65+ is 18% of the population compared to 16.7% in Ontario. Stats Can 2016 Census
- Improved accessibility in Ontario can help generate up to \$9.6 Billion in net retail spending and \$1.6 billion in new tourism spending. Accessibility Directorate of Ontario, 2014



Simcoe County Age-Friendly

Business Recognition Program

If you want to become more age-friendly...

Consult the online **Age-Friendly Business Guide** at www.simcoe.ca/dpt/ltc/age-friendly to find the forms requested below and for further details on how your business can become age-friendly.

- ☐ Complete the **Business Self-Assessment Checklist - Appendix F** and calculate how you score in each category.
- ☐ Review **examples** of other age-friendly businesses - **Appendix C**
- ☐ Set goals by using the **Goal Setting Work Plan - Appendix G**

How to apply for age-friendly business recognition

Consult the online **Age-Friendly Business Guide** at www.simcoe.ca/dpt/ltc/age-friendly to find the Application for Recognition form.

In order for your **Application for Recognition** to be eligible, you are required to submit all the required documents listed below in one complete package by the closing date of June 1st of any given year.

- ☐ Completed **Application for Recognition** form - **Appendix I**
- ☐ Completed **Self-Assessment Checklist - Appendix F**
- ☐ Completed **Goal Setting Work Plan - Appendix G**
- ☐ Supporting documents or photos are welcome but will not be returned

**Submit before June 1
of any given year**

via email to: agefriendly@simcoe.ca

For more information

Visit: Simcoe.ca/age-friendly
or call 1-705-726-9300 ext. 1405



Building an Age-Friendly Simcoe County

Business/Organization Guide & Recognition Program



Ontario

February 2019

When many people hear
“senior” their first thoughts are:

FRAIL SLOW MOVING HARD OF HEARING RETIREE

These are preconceived ideas that shift the quality of service provided and changes how a person interacts the moment mature individuals enter a business or organization environment creating an unwelcoming experience and leaving many older consumers offended.

The 2016 Census shows a greater number of older adults 65+ than children under the age of 15. This is the first time this has ever happened in Canada. During the next 20 years, the Simcoe County population aged 65+ will have more than doubled from 87,405 to 179,884.¹

According to new data from the Office of the Chief Actuary, the average life span for Canadians age 65+, is now 87 for men and 89 for women.² Coupled with the development of a rapidly growing older demographic, is the >>

18% of population
in Simcoe County
is 65+

Sources:

¹ Statistics Canada estimates 2016 and Ministry of Finance projections

² Office of the Chief Actuary (2014), Mortality Projections



31% of Simcoe's population is 55+. By 2041, that population is expected to increase to 41%.

Statistics Canada, Population Growth (2016)

<< trend that Canadians are also living longer and are increasingly reaching the age of 100. Between 2006 and 2011, the number of Canadian centenarians increased by almost 26%, the second highest increase of all age groups, after the 60-64 age group which

increased by 29%.³

In Simcoe County, similar trends at an even more accelerated rate are occurring; experiencing rapid aging above both national and provincial averages. The proportion of adults aged 65+ in Simcoe County is 18% of

the population compared to 16.7% in Ontario and 16.9% in Canada.⁴ Refer to **Appendix A**, Senior Population by Simcoe County Census Division and its Municipalities and **Appendix B**, Simcoe County Map of Senior Population "Hot Spots".

Spending Power

Older adults are big consumers. As the population grows, aging is becoming a major investing theme. According to Margaret Neal et al⁵, Age-Friendly communities are "economic engines" that older adults will provide fuel. Older people far from being an economic drain, are actually an economic boom and valued members

of our community. In her report, Neal explains that older adults are consumers who may have more disposable income. Older adults often work or volunteer. Their contributions provide a boost to local work forces that is often needed. They help communities maximize resources by utilizing services at different hours of the day than office workers or young families, equalizing service flow for businesses

or organizations.

Older adults are sophisticated customers who research products and services in which they are interested. Older people are usually loyal customers who know about the products they buy, are daily buyers, and expect personalized attention, thus generating a relationship of trust with the merchant. As with any other age group, older adults are a diverse consumer base with varied tastes, interests and preferences in products and services. >>

"People over 55 have the most money and buy the most products. Yet, the advertising industry is infatuated with the 18-to-34-year-old target market."

Terry O'Reilly

This I Know: Marketing Lessons from Under the Influence

Sources:

³ Statistics Canada (2011-2016) Centenarians in Canada: Age and Sex

⁴ Statistics Canada (2016) Census

⁵ Neal, Margaret and DeLaTorre, Alan Kenneth, *The Case for Age-friendly Communities* (2016)

<< In the next 20 years, an aging population and people with disabilities will represent 40% of total income in Ontario—that's \$536 Billion. Improved accessibility in Ontario can help generate up to \$9.6 Billion in new retail spending and \$1.6 Billion in new tourism spending.⁶

People who have enjoyable experiences are more likely

to become loyal customers which can translate into repeat business. An Age-Friendly Business welcomes older consumers and works towards meeting the needs of this diverse, fast-growing and economically powerful consumer base.

For those organizations that are not for profit, it's about welcoming seniors.



Why an Age-Friendly Business/Organization Recognition Program?

In anticipation of the growing aging demographic, the County of Simcoe has developed a Positive Aging Strategy and Planning Framework. It describes how the County will work with individuals, families, municipalities, non-profit and private sectors, and communities to ensure Simcoe County is ready to meet the changing needs of a growing, aging population by becoming more Age-Friendly.

One of the action items included in the Planning Framework is to create an **Age-Friendly Business Guide and Recognition Program** and to raise awareness of the rapidly growing seniors' population and their potential needs.

An Age-Friendly community is one where all individuals can be full and meaningful participants

in their community. However, no community would be complete without the commercial and professional sectors. All business sector environments play vital roles in meeting the needs and demands of everyone—everything from food, clothing and shelter to personal care, home maintenance and many other services.

The **Age-Friendly Recognition Program** is intended to help you assess whether your environment

is set up to serve everyone. This Program provides tools and resources to help owners/operators to identify, promote and improve their Age-Friendly features.

The program wishes to acknowledge those who are aware of and working towards implementing Age-Friendly practices and who have demonstrated a willingness to continually maintain and improve by instituting and promoting best practices for serving individuals of all ages and abilities.

If you are already doing an outstanding job, or if you make some changes, we would like to hear about it. We are always looking to promote ways businesses/organizations are becoming more Age-Friendly. See **Appendix C**, Examples of Age-Friendly Businesses/Organizations, **Appendix D**, Ways to Encourage Older Adults to Become Patrons, **Appendix E**, Examples of Businesses/Organizations that Provide Goods and Services.



What can the Age-Friendly Recognition Program offer?

The no-cost option of:

1. Having a competitive advantage by positioning your business to target the growing older market.
2. Understanding how to improve your business' age-friendliness.
3. Improving customer service through a greater awareness amongst staff.
4. Performing a self-assessment of your business/organization to identify areas of improvement and to obtain an Age-Friendly Certificate.
5. Obtaining the "An Age-Friendly Simcoe County" sticky decal that allows you to showcase your commitment and a Certificate of Recognition.
6. Free promotion through the County of Simcoe's Age-Friendly website, and the local community business and other organizations networks, for instance, Chambers of Commerce, Associations, Clubs, municipalities, etc.
7. Having your business/organization name included in the regional business "Your Local Market Place" (YLMP) database and on the online map of Age-Friendly Businesses/Organizations in Simcoe County. The County of Simcoe partners with a

free business listing service called Your Local Marketplace (YLM). As part of the Age Friendly business initiative we encourage you to visit the following link <http://ylm.ca/simcoecounty>, search for your business/organization, register for free and take ownership of your listing. If your business/organization does not appear in the search, then click the Add Business link and add your business for free. We rely on this listing to track business in Simcoe County and we will use your listing to also track participation in the Age Friendly business initiative.

Age-Friendly business is good business

An Age-Friendly business/organization is people-friendly—appealing to all ages and abilities. As an integral part of the community, businesses/organizations can be key to making a community more livable and engaged. Businesses/organizations should strive to meet the needs of all individuals of all ages and abilities.

Every community, neighborhood and business/organization is different. We all retain different range of abilities as we age. Some residents may be active and fit; others may have disabilities; some may have chronic health conditions; some may be living with reduced mobility, reduced vision or other conditions that come with aging. It is important to determine what criteria would work best for your business/organization.



- Customer friendly
- Giving you a competitive edge
- Serving a fast-growing market
- Broadening your customer base
- Friendly to all generations, families, and caregivers
- Enhancing your business/organization reputation and goodwill
- A socially responsible thing to do

What Elements make a business /organization Age-Friendly?

Depending on the nature of your business/organization, the specifics will probably be unique. However, there are some elements of age-friendliness that are common for almost all: respect, comfort, safety, visibility, accessibility and service.

- Respect
- Comfort
- Safety
- Visibility
- Accessibility
- Service

Consider how your business/organization fosters these elements. **Appendix F, Age-Friendly Self-assessment Checklist**, will help you self-assess if these elements have been incorporated into the day-to-day operation of your business/organization.

Making Your Business/Organization More Age-Friendly

A helpful first step is to conduct an Age-Friendly assessment of your environment which will help you gain a better understanding of how your business/organization is currently experienced by people of older age.

Step 1: Understanding the Assessment Process

Review **Appendix F**, Age-Friendly Self-assessment Checklist, to inform yourselves and to help you get started in making your business/organization more safe, comfortable and attractive to older customers and to others who would benefit.

Where feasible, the Self-assessment Checklist should be completed by a minimum of two (2) people in your organization. Some elements may be more applicable than others, depending on the nature of your business/organization.

Step 2: Performing your Self-assessment

Now that you have reviewed and understand the process, you are ready to begin your business/organization assessment. Assess each aspect within the **Self-assessment Checklist** that applies to your organization and give it a rating according to the following scoring system:

Yes	No	N/A
2	0	N/A

This rating system can help you flag areas of excellence and other areas where improvement may be needed.

Step 3: Self-Assessment Results and Goal Setting

Reflect on the areas where you scored your organization:

- Are there certain areas you rated as “NO” that you know are feasible? Utilize **Appendix G**, Goal Setting Work Plan. This form allows you to list planned Age-Friendly improvement goals.
- Refer to **Appendix H**, Resources, if you would like more specifications on accessibility requirements, free online training modules, or to understand people living with dementia.
- If you have additional questions, you can send an email: agefriendly@simcoe.ca

Step 4: Apply for Recognition

Celebrate your Success!
Tell us how your business/organization is currently Age-Friendly by completing and submitting to us **Appendix I**, Application for Recognition, **Appendix F**, Age-Friendly Self-assessment Checklist, and **Appendix G**, Goal Setting Work Plan.



Some tips for consideration

- Place yourself in the shoes of someone else, an older person, someone with reduced mobility, sight or hearing challenges, or a person with dementia. Look around – try to examine your business/organization from their perspective.
- With the **Self-assessment Checklist** in hand, systematically assess the various aspects of your business/organization. Some will be tangible such as physical structure, others will be intangible such as the conduct of staff and the service they provide to customers.
- Gain first-hand opinions from customers and staff who can also provide insights.
- You might recognize needs for improvement in minor areas. Don't discount these. Actions to become Age-Friendly don't necessarily need to be large and expensive. Many minor actions can add up to a big impact.
- Examine your advertising, information materials and website. Is your information easy to understand and read?
- Get additional opinions. You might consider asking an older adult to help you with the assessment to gain an alternative perspective. You could ask this person to be a “secret shopper” with the goal of assessing the age-friendliness of the customer experience.

Thank You

We would like to acknowledge those businesses/organizations that are exercising Age-Friendly best practices and encourage others to become more Age-Friendly.

How to Get Involved

If you are interested in getting involved in developing Age-Friendly community initiatives, you can join the Simcoe County Age-Friendly Advisory Committee by emailing your request to: agefriendly@simcoe.ca

Acknowledgments

Many cities in Canada and around the world have developed their own Age-Friendly business/organizations programs and resources. This Age-Friendly Guide and Recognition Program has been adapted from a review of the work already done by: B.C., Alberta, Ontario (Ottawa, London, Wawa) U.S.A. (New York, Portland) and more.

The County of Simcoe wishes to acknowledge and thank the following organizations who collaborated by participating on the Age-Friendly Guide and Recognition Program sub-committee: Independent Living Services of Simcoe County and Area, Alzheimers Society of Simcoe County, Wasaga Beach Age-Friendly Community Advisory Committee, City of Barrie Age-Friendly and Accessibility, Simcoe County Accessibility Advisory Committee and County of Simcoe Economic Development Office.

Background on the Age-Friendly Community Initiative

The County of Simcoe received funding from the Government of Ontario of as part of its Age-Friendly Community Planning Grant Program. The funding served to establish a baseline assessment of Simcoe County's age-friendliness and to determine the recommendations for action according to scope of community responsibility. A variety of community engagement processes were used to collect feedback from residents 60 years of age and older, caregivers, and service providers of older adults to produce the Building an Age-Friendly Simcoe County - 2016 Community Needs Assessment and the County's Positive Aging Strategy. Both documents can be found at <http://www.simcoe.ca/Age-Friendly>.



Appendix A:

Senior Population by Simcoe County Census Division and its Municipalities

Do you know how many seniors reside in your catchment area?

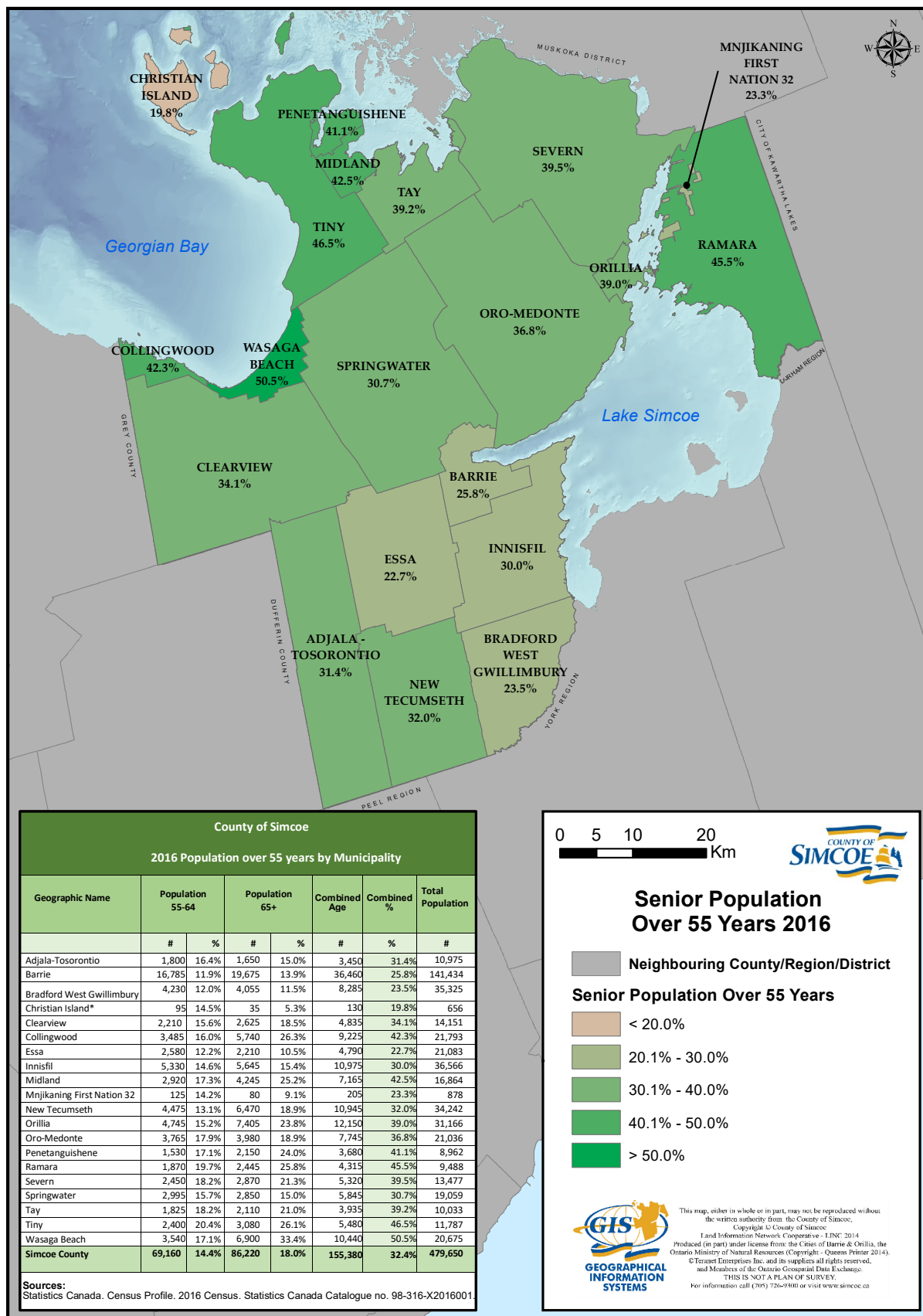
2016 Population over 55 years by Municipality							
Geographic Name	Population 55-64		Population 65+		Combined Age	Combined percentage	Total Population
	#	%	#	%	#	%	#
Adjala-Tosorontio	1,800	16.4%	1,650	15.0%	3,450	31.4%	10,975
Barrie	16,785	11.9%	19,675	13.9%	36,460	25.8%	141,434
Bradford West Gwillimbury	4,230	12.0%	4,055	11.5%	8,285	23.5%	35,325
Christian Island*	95	14.5%	35	5.3%	130	19.8%	656
Clearview	2,210	15.6%	2,625	18.5%	4,835	34.1%	14,151
Collingwood	3,485	16.0%	5,740	26.3%	9,225	42.3%	21,793
Essa	2,580	12.2%	2,210	10.5%	4,790	22.7%	21,083
Innisfil	5,330	14.6%	5,645	15.4%	10,975	30.0%	36,566
Midland	2,920	17.3%	4,245	25.2%	7,165	42.5%	16,864
Mnjikaning First Nation 32	125	14.2%	80	9.1%	205	23.3%	878
New Tecumseth	4,475	13.1%	6,470	18.9%	10,945	32.0%	34,242
Orillia	4,745	15.2%	7,405	23.8%	12,150	39.0%	31,166
Oro-Medonte	3,765	17.9%	3,980	18.9%	7,745	36.8%	21,036
Penetanguishene	1,530	17.1%	2,150	24.0%	3,680	41.1%	8,962
Ramara	1,870	19.7%	2,445	25.8%	4,315	45.5%	9,488
Severn	2,450	18.2%	2,870	21.3%	5,320	39.5%	13,477
Springwater	2,995	15.7%	2,850	15.0%	5,845	30.7%	19,059
Tay	1,825	18.2%	2,110	21.0%	3,935	39.2%	10,033
Tiny	2,400	20.4%	3,080	26.1%	5,480	46.5%	11,787
Wasaga Beach	3,540	17.1%	6,900	33.4%	10,440	50.5%	20,675
Simcoe County	69,160	14.4%	86,220	18.0%	155,380	32.4%	479,650

Source: Census Profile, Age, Sex and Type of Dwelling for Canada, Provinces and Territories, Census Divisions and Census Subdivisions, 2016 Census, Catalogue No: 98-401-x2016051, Community Data Program.

Note: *Christian Island 30 and Christian Island 30A data are combined for 2016.

Appendix B:

Simcoe County Senior Population Hot Spots



Appendix C:

Examples of Age-Friendly businesses/organizations

A physician's office has

- A person answering the telephone
- Staff are trained in accessible customer services including servicing customers with dementia
- Sturdy, various height seating, with and without armrests, is available in waiting areas and line-up areas
- Doors and/or door frames contrast with the colour(s) of the walls.

A non-profit organization has

- Gradual slope to automatic doors, large foyer
- Receptionist to greet clients, TTY number available
- Large room for private discussions
- Staff are trained in serving seniors and people with disabilities
- Website is accessible, building signage is clear and high contrast

A pharmacy has

- Clear aisles and easy-to-read signage
- Magnifying glasses to help people read fine print on product labels
- Prescription staff who move to a private area if discussion is required
- Easily accessible washroom
- Staff are trained to be sensitive to customers with varying circumstances.

A bank has

- Visible customer service areas and some counters at scooter height;
- Staff trained to identify signs of possible financial abuse, or people needing additional care;
- An area where people can sit to conduct business.

A restaurant has

- A drop-off area at the door, space to move easily between tables for walkers, wheelchairs or scooters
- Tables located away from chilly air vents and chairs are steady
- Menus with low-fat, heart-smart, low-sodium choices, and smaller portions at lower prices
- Menus (and bills) with easy-to-read print.

Appendix D:

Ways to Encourage Older Adults to Become Patrons

- Be mindful of unsecured rugs and clutter in walkways to prevent falls
- Place products on shelves that are accessible or provide help to reach items
- Reduce excessively loud music
- Keep sidewalks free of dirt, leaves, clutter and other obstacles
- Ensure staff are aware of the needs and challenges faced by older customers
- Offer extra customer service (e.g., a drink of water, delivery, etc.)
- Sell products and /or services that are tailored to older adults
- Have a place where customers can sit and rest
- Allow customers to use restrooms
- Provide the ability to contact your business/organization by phone
- Provide a person at the end of the telephone
- Participate in events to let people know you are an invested in the community
- Provide discounts/promotions tailored to older adults
- Choose a specific day of the week dedicated to senior discounts

Appendix E:

Examples of businesses/organizations that provide goods and services

Here are some examples of businesses that provide goods or services to the public:

- Stores, restaurants, hotels, bars and hair salons
- Garages, service stations, home renovators, architects and builders
- Hospitals and health services
- Schools, universities and colleges
- Organizations that operate public places and amenities, such as recreation centres, public washrooms, malls and parks
- Municipal and provincial governments and the programs and facilities that they run, including social assistance services, public meetings, public transit, libraries, and employment centres
- Provincially regulated utilities
- Travel agencies, tour operators, amusement parks, farmers' markets and travelling fairs
- Police, ambulance, fire and court services
- Manufacturers and wholesalers
- Professionals, such as doctors, dentists, chiropractors, physiotherapists, lawyers, and accountants, whether services are offered to individuals or to businesses
- Consultants, programmers, engineers and event planners
- Charities and non-profit organizations
- Theatres, stadiums and conference centres
- Places of worship, such as churches, synagogues, mosques and temples

Taken from BIA Handbook on the Accessibility for Ontarians with Disabilities Act (AODA), August 2015

Appendix F:

Age-Friendly Self-assessment Checklist

Yes	No	N/A
2	0	N/A

INSIDE - Customer Service and Respect		#
1	Customer Service Desk is clearly visible to ask for help	
2	A staff person is available to answer the telephone	
3	Staff are clearly identifiable to customers; e.g., wearing name tags or staff uniforms	
4	Errors and concerns are addressed promptly and courteously	
5	Staff are trained in accessible customer services standards including servicing customers with dementia (See More Information on Dementia under Appendix G - Resources)	
6	Staff are trained to understand the needs of older adults	
7	Staff are trained to speak clearly, at appropriate speed, ensuring the customer is included in the conversation regardless of their ability	
8	Staff are trained to be sensitive to customers with varying circumstances, to avoid stereotyping or condescending behaviours (e.g., speaking too loudly, showing impatience or speaking too familiarly as in calling someone "dear")	
9	Staff are trained to manage situations in ways that preserve a person's dignity (for example, incidents such as falls or outbursts)	
10	Staff are acknowledged for being respectful	
11	A process is in place to obtain medical assistance for emergency situations	
12	Elder Abuse training is provided to Staff	
13	Consumer research includes older people	
14	Seniors and people with disabilities are portrayed positively in promotional materials and advertisements	
15	Products and services are designed for smaller households, small incomes and smaller appetites	
16	Print and spoken communication uses simple, familiar words in short, straight forward sentences	
17	Services are available in other languages	
18	Supports local senior organizations, groups or events	
19	Hires and supports employees of all ages and capabilities	
20	Encourages volunteer opportunities for older adults	
21	Is accessible by public transportation	
22	Has a readily available feedback process from customers	
23	Older adults receive discounts or special offers	
24	Allows people to use their own personal assistive devices	
25	Is aware of Accessibility for Ontarians With Disabilities Act	

Calculate Customer Service and Respect

Total Score: ____/50

Appendix F:

Age-Friendly Self-assessment Checklist

Yes	No	N/A
2	0	N/A

INSIDE - Safety		#
1	A store map is located near the entrance, with large print	
2	Revolving door openings move slowly and safely to accommodate people using mobility aids	
3	Mats are placed where necessary and are well secured	
4	Stairways have sturdy handrails	
5	Stairs are safe and wide	
6	Stair edges are clearly marked	
7	Obstacles (e.g. steps up/down, wet floor, etc.) are clearly marked	
8	Colours of doors and/or doorframes in hallways contrast with the color(s) of the surrounding walls	
9	Flooring is non-slip and non-shiny	
10	Location of elevators and washrooms are clearly posted	
11	Ramps are in place for changes in elevation	
12	Aisles are wide enough for walkers or wheelchairs	
13	Aisles are not cluttered by displays or objects	
14	Products are placed on shelves that are accessible or staff offer help to reach items	
15	Staff are trained to assist elderly and disabled persons in the event of an emergency, including evacuation	
16	Staff are encouraged to have First Aid/CPR training	
17	Fire exit doors are coloured consistently throughout the building so it is easily distinguishable from other doors	


Calculate Safety of Customers

Total Score: ____/34

Appendix F:

Age-Friendly Self-assessment Checklist

Yes	No	N/A
2	0	N/A

INSIDE - Comfort, Visibility and Clarity		#
1	Glass doors are clearly labelled with limited reflections	
2	Furniture seating contrasts with walls, floors and surrounding area	
3	Lighting is adequate and glare-free	
4	Signs are placed at key decision points	
5	Signage uses large, easy-to-read lettering and good contrast (e.g. black letters on white background)	
6	Signage displays the Universal Symbol of Hearing Loss where these services are available 	
7	Signage includes appropriate pictographs wherever possible (e.g. on washroom doors)	
8	Printed materials (e.g. packages, price labels, etc.) have good contrast and use readable sizes of lettering	
9	Materials are offered in different languages	
10	Provides information using Clear Print CNIB Guidelines	
11	Website is easy to navigate	
12	Instructions on the website show how font sizes can be increased	
13	Quiet space is provided for discussing private business such as medications, financial or sensitive concerns	
14	Sound/speaker systems for public announcements are clear	
15	Background music is absent, or is low enough in volume so customers can hear conversations clearly	
16	Automated answering services that require customers to press a lot of buttons before talking to a "live" person are avoided	
17	Alternate means of communication for consumers with hearing impairments are available (e.g., TTY Devices, ASL interpreters)	


Calculate Comfort, Visibility and Clarity

Total Score: ____/34

Appendix F:

Age-Friendly Self-assessment Checklist

Yes	No	N/A
2	0	N/A

INSIDE - Mobility and User-Friendliness		#
1	Display the International Symbol of Accessibility 	
2	Lever handles on all doors	
3	Easy to open doors	
4	Sturdy, various-height seating (with and without armrests) is available in waiting areas and line-up areas	
5	At least one customer service area is accessible for persons in wheelchairs	
6	Service counters have a place to hook a cane	
7	Service animals are welcome	
8	Magnifying glasses to help people read fine print on small labels	
9	There is space near the entrance for customers to park scooters	
10	An on-line or phone-in ordering (and delivery) service is available	
11	Carry-out service is available to customers	
12	Home delivery service is offered to customers	
13	Customer washrooms are available on all service floors	
14	Universal and accessible washroom is available	
15	Washrooms contain at least one accessible cubicle and handwashing area	
16	Public phones have large print buttons and amplification abilities	
17	Floor is kept clean and dry	
18	Videos and/or television programs are tele-captioned	

Calculate Mobility and User-Friendliness

Total Score: ____ /36

Appendix F:

Age-Friendly Self-assessment Checklist

Yes	No	N/A
2	0	N/A

OUTSIDE		#
1	Accessible entrances are clearly marked with the International Symbol of Accessibility	
2	Clear signage indicating where to find an accessible entrance is well displayed.	
3	Entrances are clearly identified	
4	Entrances to the business/organization are kept clear of obstructions	
5	Entrances are well and evenly lit	
6	Entrance doors open automatically or have access buttons	
7	At least one entrance is on grade level	
8	Doors are sufficiently wide for wheelchairs	
9	Wheelchair access routes are well marked	
10	There is door clearance for people waiting with a wheelchair/ walker	
11	Pick-up/drop-off areas are convenient, sheltered and clearly marked	
12	On both sides of ramps of exterior stairs, continuous handrails are a bright contrasting colour	
13	Sidewalk access is level	
14	Curbs are cut and ramps are in place to allow for easier access	
15	Curb cut is marked with yellow strip	
16	Sidewalks and parking lots are well and evenly lit	
17	Accessible and seniors' parking spaces are designated	
18	Free or reasonable parking fees for seniors, if possible	
19	Parking lots and sidewalks are promptly cleared of snow, ice and other hazards	
20	Parking signage, including parking meters, have large and clear print, and are easy to use	
21	Parking lot pavement is smooth, without major cracks and bumps	

Calculate Outside

Total Score: ____/42

Thank you for completing the [Self-Assessment Checklist](#). This information can be used as a baseline for continual Age-Friendly planning and improvements for your business/organization.

Next, we encourage you to establish your own goals to become Age-Friendly by using **Appendix F, Goal Setting Work plan** to determine your actions.

If you wish to be considered for recognition, fill in **Appendix I, Application for Recognition**.

Attach the [Self-Assessment Checklist](#) and *Goal Setting Work plan*.

Appendix G:

Goal Setting Work Plan

Actions	Now	< 6 months	< 12 months

**“Disabled people don’t want ‘special’ products ...
but they are hungry to be included in the mainstream consumer experience.”**

Richard Donovan

Appendix H:

Resources

1. The Age-Friendly Business guidelines are not the same as the Accessibility for Ontarians with Disabilities Act (AODA). Although, Age-Friendly Business and AODA share many of the same goals. For more information and tools, visit: www.ontario.ca/page/accessibility-laws
2. Other helpful websites for buildings include Ontario Building Officials Association www.oboa.on.ca or CMHC <https://www.cmhc-schl.gc.ca/en/developing-and-renovating/accessible-adaptable-housing/aging-in-place>
3. Ontario BIA Handbook on the AODA, visit: <http://obiaa.com/ontario-bia-association-releases-the-bia-handbook-on-the-aoda/>
4. County of Simcoe has several resources in addition to the Age-Friendly Business Guide such as a community action plan and framework called the Positive Aging Strategy: Older Adults Strengthening our Communities, visit: <https://www.simcoe.ca/dpt/lrc/Age-Friendly>
5. Free online Staff Training Modules from AccessForward.ca
6. Readability shouldn’t be an afterthought when producing materials. It should be the first step in making your merchandising, service, location or information accessible to everyone, no matter how much vision they have. Keep the following Clear Print guidelines in mind as you design your products, and you’ll reach a wider audience: [CNIB Clear print Accessibility Guidelines](#)

**“It is often said that, “a dementia-friendly community is Age-Friendly,
but an Age-Friendly community is not necessarily dementia-friendly.”
In fact, neither one wholly encompasses the other.”**

Turner, N and Morken L

Better Together: A comparative Analysis of Age-Friendly and Dementia Friendly Communities

What is a Dementia-Friendly Community?

Dementia is a term that describes a set of symptoms that includes memory loss and difficulties with comprehension, language, problem-solving and judgement. Dementia can be caused by diseases that damage the brain and progress in severity over time. Due to its many causes, dementia affects everyone differently. **A person with dementia may:**

Have problems with memory – for example forgetting their address, PIN number or what they stopped into a store to buy.

Have language problems and difficulties following a conversation or choosing the right word – for example, a person may know what they want to eat in a restaurant but have trouble remembering the word to order it.

Lose track of time or date and may become confused about where they are.

Have difficulties with making decisions, solving problems or carrying out a sequence of a task, for example completing a store transaction.

More people are diagnosed with dementia every year and choose to live at home in their community throughout their life. They may continue to participate in social activities, do their banking, shopping or manage their prescriptions. People living with dementia, and their care partners, should feel supported by their community members whether they are at post offices, restaurants, retail outlets, etc., using transportation or enjoying recreational past times out in the community.

For more information, visit:

www.alzheimer.ca/simcoecounty | www.rethinkdementia.ca | www.dementiafriendlyontario.ca

FREE dementia online learning at:

<http://www.alzeducate.ca/> | <http://findingyourwayontario.ca/online-learning/>

Appendix I:

Age-Friendly Business Recognition Program

Application for Recognition Form

Section 1: Applicant Information

Number of Employees:

☐ 0-20 ☐ 21-99 ☐ 100+ ☐ Other, please specify _____

Primary Contact Person

Business/Organization Name

Website Name

Phone #

Cell #

E-mail

Section 2: Property Address

Number

Street

Unit/Suite/P.O. Box

City/Town

Province

Postal Code

Section 3: Self-Assessment Checklist Scoring

Provide each individual scoring you calculated on the Self-assessment Checklist for each element of age-friendliness that are common for almost all businesses/organizations:

Customer Service & Respect ____ Safety ____ Comfort, Visibility & Clarity ____

Mobility & User-friendliness ____ Outside Accessibility ____

☐ Have you entered your business in "Your Local Market Database"?

For more details, refer to Item 7 on Page 4 of the Guide or visit <http://ylm.ca/simcoecounty>

Section 4: Tell us about your business/organization. How do you serve your older customers?

Section 5: Top three examples that you have implemented to become age-friendly. Send us pictures providing us with proof/physical evidence showing the improvements you made. A brief description of each example will help the review panel with judging.

1.

2.

3.

Section 6: Let us know your challenges to becoming an Age-Friendly business/organization.

This process may require interviews and/or onsite visits.

N.B. Attach the Self-Assessment Checklist
and the Goal Setting Work plan forms with this application.

Declaration

The business/organization of _____ has made a commitment to account for the needs and preferences of older customers, employees, or volunteers.

We will continue to look for opportunities, training, and accommodations that will create an accessible and inclusive environment, which in turn will allow all citizens of our community the opportunity to safely access our goods and services.

Date: _____

Signature: _____

Deadline for applications by June 1 of any given year.

Incomplete or late applications will not be accepted. Supporting documents or photos are welcome but will not be returned.

Please fill in, sign off and return your application package via email at agefriendly@simcoe.ca or, mail to:

County of Simcoe
Age-Friendly Business Recognition Program
1110 Highway 26, Midhurst Ontario, L9X 1N6

For more information, call 705 726-9300 ext. 1405

