



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

**March 26, 2018  
2:00 p.m.**

**Municipal Office – Administration Board Room  
Agenda**

---

- 1. Call to Order:**
- 2. Acceptance of Agenda:**
- 3. Declarations of Pecuniary Interest:**
- 4. Adoption of Minutes:**
  - 4.1 Minutes of January 15, 2018 Meeting
- 5. Correspondence:**
  - 5.1 County of Simcoe Age-Friendly Planning Framework 2018-2023  
Re: Positive Aging Strategy: Older Adults Strengthening our  
Communities
- 6. New & Unfinished Business:**
  - 6.1 Seniors Community Grant Program 2017-19
  - 6.2 Community Feedback
- 7. Adjournment & Next Meeting (May 14, 2018):**

**THE CORPORATION OF THE TOWNSHIP OF TAY  
SENIORS ADVISORY COMMITTEE MEETING  
MONDAY, JANUARY 15, 2018  
2:00 P.M.**

**PRESENT:** Janet Pattullo  
Bunny Snider  
Mary Warnock, Chair

**STAFF PRESENT:** Alison Gray, Clerk  
Cyndi Bonneville, Recording Secretary

**REGRETS:** Councillor Jim Crawford  
Joanne Granger

1. **CALL TO ORDER:**  
The Chair called the meeting to order at 2:10 pm.
2. **DECLARATIONS OF PECUNIARY INTEREST:**  
None were presented.
3. **ADOPTION OF THE MINUTES:**  
**Moved by: Janet Pattullo**  
**Seconded by: Bunny Snider**  
**That the minutes of the Seniors Advisory Committee dated November 13, 2017 be adopted as presented.**  
**Carried.**
4. **CORRESPONDENCE:**
  - 4.1 **Message from the Premier**  
The Committee received for information a message from the Premier regarding Ontario's Action Plan for Seniors – Aging with Confidence.
5. **NEW & UNFINISHED BUSINESS:**
  - 5.1 **2018 Meeting Schedule**  
The Committee reviewed the draft 2018 meeting schedule and it was agreed that the March meeting date be altered to accommodate vacations. The revised meeting schedule will be posted to the Township's website accordingly.
  - 5.2 **2018 Work Plan**  
The Committee discussed a work plan for 2018 and it was agreed that their initial objective is to educate Tay seniors on the resources and programs available and to bring awareness of the Seniors Advisory Committee's purpose and objectives.

The Committee discussed the possibility of being a successful candidate of the Seniors Community Grant Program and what it would entail moving forward.

Bunny Snider provided an overview of the Senior Speaker Series hosted by Tiny Township. The Clerk advised that the Ministry provides free workshops for seniors and suggested that the Committee consider hosting similar workshops in Tay. Following discussion, the Committee agreed to approach various groups to gather feedback from local seniors to see what interest/concerns they have and to engage them in attending a future workshop. The Committee members will report back with their findings at the March meeting.

At this point in the meeting the Chair updated the members on the County's Age-Friendly Communities Advisory Committee meeting she attended.

The Committee inquired about their stipends and the Clerk provided the members with an overview of the procedures.

The Chair spoke of an opportunity for funding through the Ministry of Tourism, Culture and Sport under the aging with confidence series and the Committee directed the Clerk to research the criteria of the program to determine eligibility.

**6. ADJOURNMENT:**

**Moved by: Bunny Snider**

**Seconded by: Janet Pattullo**

**That this Seniors Advisory Committee meeting adjourn at 3:25 p.m.**

**Carried.**

---

**Mary Warnock, Chair**



**County of Simcoe**  
**Office of the Warden**  
1110 Highway 26,  
Midhurst, Ontario L9X 1N6

Main Line (705) 726-9300  
Toll Free (866) 893-9300  
Fax (705) 725-1285  
**simcoe.ca**

---

We are pleased to present our Positive Aging Strategy to support regional and municipal governments and businesses in building and strengthening age-friendly communities.

The Age-Friendly Community Initiative is being led by the World Health Organization and endorsed through available funding by the Government of Ontario. Our journey started in 2015 when we embarked on a significant public engagement process. Our efforts generated 3,048 completed Age-Friendly surveys, 12 informant interviews with community leaders, 16 focus groups across our municipalities and 8 public information sessions. This feedback was analyzed by experts in this field and developed into an Age-Friendly Needs Assessment document and ultimately this regional Positive Aging Strategy.

Simcoe County is one of the best places to live in Ontario for residents of all ages. Trends show the percentage of our residents aged 55 and over could jump from 31 per cent today to 41 per cent by 2041. We recognize the importance of this shift in demographics and we have worked with our partners to identify priorities and strategies to ensure that all our residents feel included, respected and have the services and supports to continue living a high quality of life in our region. We are proud of the work and collaborative approach that led to the development of our regional strategy and pleased to present this detailed planning framework and list of recommendations to support our regional and municipal governments and businesses in building and strengthening age-friendly communities here in Simcoe County.

We thank the Ontario Ministry of Seniors Affairs for providing funding support, our Age-Friendly Steering Committee, our municipal partners and our residents for contributing to this vision.

Sincerely,

Gerry Marshall  
Warden, County of Simcoe



LONG TERM CARE  
AND SENIORS SERVICES

**2018-2023**

Age-Friendly Planning Framework

# **Simcoe County Positive Aging Strategy:**

## Older Adults Strengthening our Communities



Let's build an Age-friendly Simcoe County together by valuing and supporting older adults in our communities, and, at the same time, celebrating diversity, refuting ageism and reducing inequities by recognizing their contributions to our region



This document is dedicated to all Simcoe County older adults, senior advocates, caregivers, health-care workers, service providers, academics and others who have devoted their lives and energies to bringing about change and innovative ways to providing support and improving the quality of care and services addressing the seniors growing population needs.

“Alone we can do so little;  
together we can do so much.”

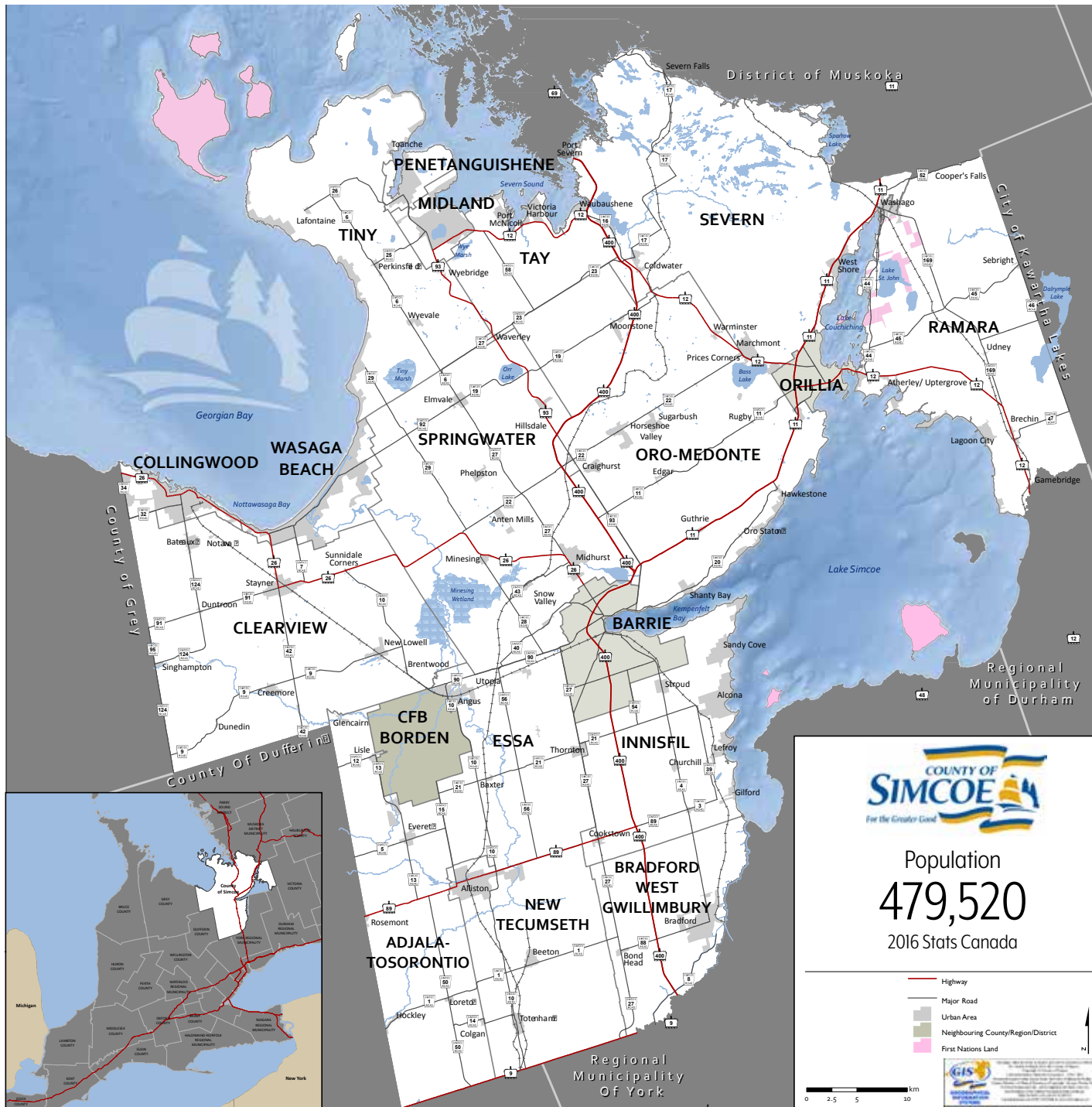
Helen Keller

This document contains a strategy and planning framework for healthy aging in Simcoe County and is intended to inform discussion and the formulation of future action plans to support the growing senior population in Simcoe County.

**For more information**

agefriendly@simcoe.ca  
(705) 726-9300, extension 1405  
Building an Age-friendly Simcoe County,  
1110 Highway 26, Barrie, ON L9X 1N6

This report can be downloaded at: <http://www.simcoe.ca/age-friendly>



Simcoe County covers a large area, approximately the size of Prince Edward Island, stretching north from Bradford to Georgian Bay, east to Lake Simcoe and west to Grey and Dufferin Counties.

The County of Simcoe was established in 1843, and is divided into 16 municipalities (3 designated francophone areas), 2 single-tier municipalities; Cities of Barrie and Orillia and 2 first nations; Beausoleil and Mnjikaning (Rama).

# TABLE OF CONTENTS

## **SIMCOE COUNTY AGE-FRIENDLY ADVISORY COMMITTEE**

### **HIGHLIGHTS**

Message from the Warden, County of Simcoe  
Message from the CAO, County of Simcoe  
Message from the AF Advisory Committee Chair

### **AGE-FRIENDLY COMMUNITIES**

### **INTRODUCTION**

### **BACKGROUND**

### **WHAT WE HEARD**

### **AGING DEMOGRAPHICS**

Dementia-friendly Community  
Disability in Canada

### **TRENDS IN RURAL COMMUNITIES**

### **OUR VISION**

### **SIMCOE COUNTY POSITIVE AGING STRATEGY**

Strategic Alignment with Others  
Development of a Principle-based Age-friendly Strategy in Simcoe County  
Policy and Advocacy Role

### **PLANNING FRAMEWORK PROCESS AND EVALUATION**

Predominant Themes

### **AFC INITIATIVES**

Communication and Information  
Transportation  
Housing  
Health and Community Supports  
Outdoor Spaces and Buildings  
Civic Participation, Volunteerism, Employment  
Social Participation  
Respect and Social Inclusion

### **PROGRESS REPORTING**

### **CONCLUSION**

### **REFERENCES**

### **APPENDIX A / Future Considerations**

### **APPENDIX B / Model Practices and Resources**

6  
7  
7  
8  
9  
10  
12  
14  
14  
15  
15  
15  
17  
18  
19  
19  
20  
20  
21  
22  
23  
23  
26  
28  
31  
36  
39  
41  
43  
46  
46  
47  
48  
53

# GLOSSARY OF ABBREVIATIONS

**AFC** - Age-friendly Community  
**LTAH** - Long Term Affordable Housing Strategy  
**SCHC** - Simcoe County Housing Corporation  
**CMHC** - Canada Mortgage and Housing Corporation  
**AMO** - Association of Municipalities of Ontario  
**LIP** - Local Immigration Plan  
**HES** - Health and Emergency Services  
**LTCSS** - Long Term Care and Seniors Services  
**S.A.L.T** - Seniors and Law Enforcement Together  
**EDO** - Economic Development Office  
**HR** - Human Resources  
**WHO** - World Health Organization  
**AF** - Age Friendly



# SIMCOE COUNTY AGE-FRIENDLY ADVISORY COMMITTEE

This strategy and planning framework has been reviewed by the Simcoe County Age-friendly Advisory Committee (Advisory Committee), endorsed by Simcoe County Council and by internal and external partners.

The Advisory Committee has been the guiding body for the development of this *Positive Aging Strategy* including the Planning Framework and will be accountable for the successful implementation and ongoing maintenance of this program. Our Committee is dedicated to promoting and raising the concept of more accessible, inclusive and age-friendly communities as it relates to the aging population across Simcoe County.

**The County of Simcoe wishes to acknowledge and thank the following 36 members of the Simcoe County Age-friendly Advisory Committee:**

**Arfona Zwiers**

Social Housing, County of Simcoe

**Amanda Flynn**

Accessibility Consultant, County of Simcoe

**Christina Strong**

Independent Living Services

**Connie Sheridan**

Long Term Care, Georgian Manor

**Christy Tosh**

Age-friendly Community Planning Project Lead

**David Parks**

Planning, Development & Tourism, County of Simcoe

**Dawn Hipwell**

Procurement Fleet & Property, County of Simcoe

**Denise Hayes**

Southern Georgian Bay Chamber of Commerce

**Elizabeth Ozga**

Corporate Performance, County of Simcoe

**Gayle Hall**

Simcoe County Library Co-operative

**Greg Bishop**

Social and Community Services, County of Simcoe

**Heather Hollingshead**

Spinal Cord Injury

**Helmut Paddags**

Tiny Seniors Advisory Committee

**Jamie Moran**

Ontario Works

**Jane Sinclair**

Health & Emergency Services, County of Simcoe /  
Chair, AF Advisory Committee



**Jim Gough**

Seniors Representative

**Karen Taillefer**

NSM Home and Community Care

**Karie Warnar**

Barrie Health Links

**Kelley Swift-Jones**

Museum Curator, County

**Laura Lynn Bourassa**

Alzheimer's Society

**Linda Flemington**

CARP, Georgian Bay

**Lucia Ricardo**

Barrie Seniors Advisory Committee

**Margaret Adolphe**

Collingwood Accessibility Advisory Committee

**Mary Small-Brett**

Councillor, County of Simcoe

**Mary Warnock**

Tay Township Seniors Advisory Committee

**Melissa Mei**

Advisor, NSM LHIN

**Merideth Morrison**

Performance & Quality, County of Simcoe

**Ron Coutts**

Seniors Representative

**Rosslyn Junke**

United Way Greater Simcoe County

**Sandra Robinson**

Real Estate Manager, County

**Sarah Orr-Shaw**

Simcoe Muskoka District Health Unit

**Scott Warnock**

Councillor, County of Simcoe

**Susan Plewes**

Community Representative

**Terri Soukup**

Helping Hands Orillia

**Tina Christman**

NSM LHIN, Francophone/aboriginal populations

**Tom Johnston**

Seniors for Seniors (Simcoe-Muskoka)



We are pleased to present our *Positive Aging Strategy*, which has been developed through collaboration and significant community input. Simcoe County is one of the best places to live in Ontario for residents of all ages. Trends show that the percentage of our residents aged 55 and over could jump from 31 per cent today to 41 per cent by 2041. We recognize the importance of this shift in demographics and we have worked with our partners to identify priorities and strategies to ensure that all our residents feel included, respected and have the services and supports to continue living a high quality of life in our region. We thank the Ontario Ministry of Seniors Affairs for providing funding support, our Age-Friendly Advisory Committee and our residents for contributing to this vision.

**Gerry Marshall**

Warden





Our aging population will have an important impact on the types of services our municipalities provide, and the way these services are delivered in the future. Today, the County provides a number of direct services to older adults through long term care, adult day programs, assisted living programs, transportation, paramedic services, financial assistance for low income residents and affordable housing. These programs will evolve and grow over the coming years as we work with area partners, member municipalities and stakeholders groups to ensure that we are building communities that meet the needs of our changing population. Our staff did a tremendous job of leading this important initiative, which will drive our local age-friendly strategies, programs, services and policies for the next five years.

**Mark Aitken**

Chief Administrative Officer



Our *Positive Aging Strategy* is a robust framework that will support Simcoe County as our communities grow, change and age. We received tremendous input from the public including more than 3,000 completed surveys, 12 informant interviews with community leaders, 16 focus groups and eight public consultation sessions. Our older adults are increasingly living more active, healthy lifestyles and contribute to our growing economy as consumers, employees and entrepreneurs. We are excited to move to the implementation stage and committed to helping our municipalities, businesses and community partners incorporate these positive aging recommendations.

**Jane Sinclair**

General Manager  
Health and Emergency Services

# AGE-FRIENDLY COMMUNITIES

An Age-friendly Community (AFC) is a place that encourages “active aging” by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In 2007, the World Health Organization (WHO)<sup>i</sup> conducted a comprehensive study of older adults that identified eight (8) key dimensions that are both important and central to creating an Age-friendly Community.

## These include:

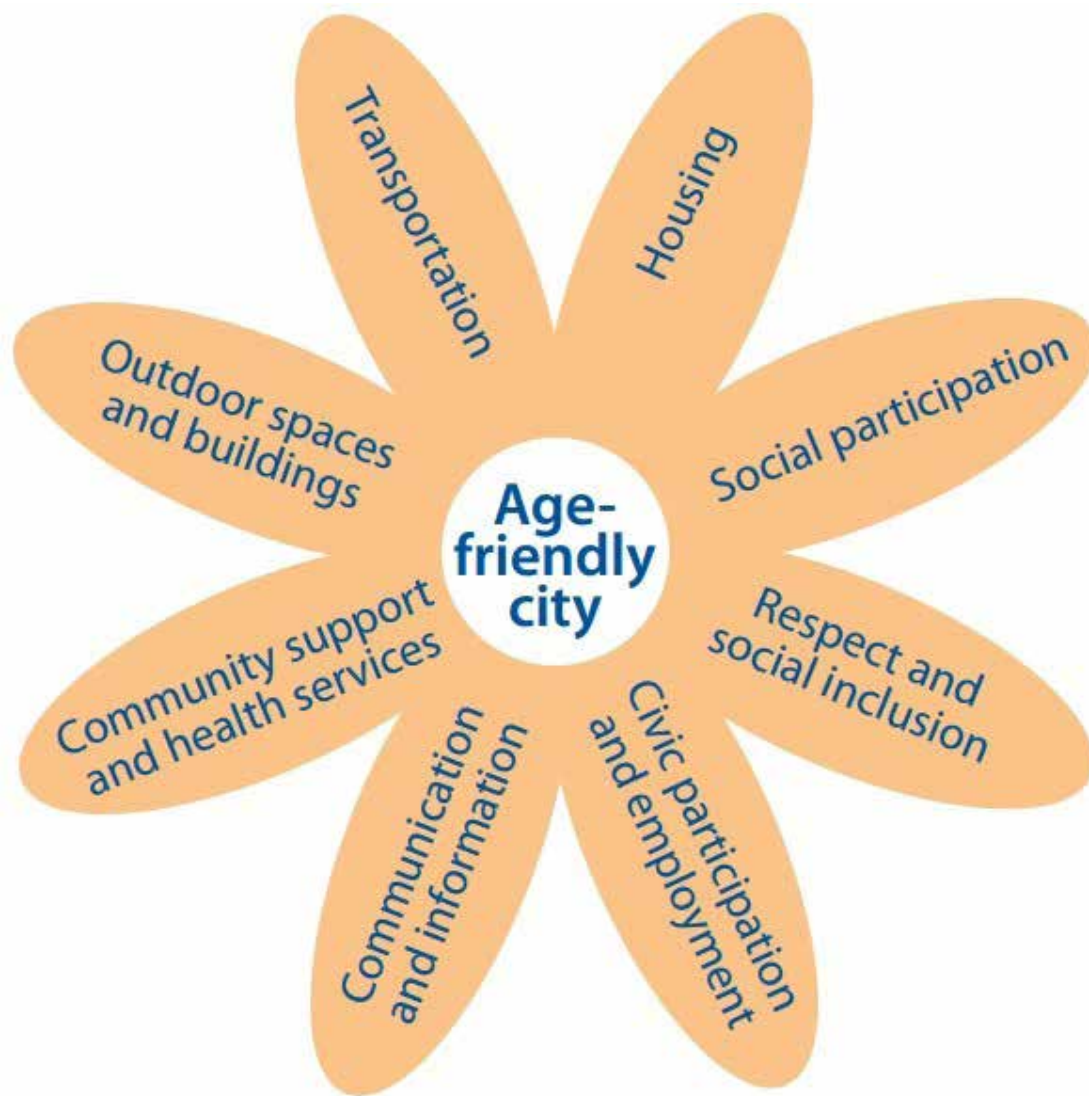
- communication and information
- transportation
- housing
- community support and health services
- outdoor spaces and buildings
- civic participation and employment
- social participation
- respect and social inclusion

Therefore, with this recent research and an improved understanding of what’s important to older adults, including the eight (8) principles of AFC, these are essential components in the creation of an aging strategy. The County recognizes the wide range of resources and capacities among older people, and wants to anticipate and respond to the needs and preferences of its aging population.



Source: WHO <https://extranet.who.int/agefriendlyworld/how-more-af/>





Source: WHO (2007) Global Age-Friendly Cities: A Guide, page 9

According to Margaret Neal et al<sup>ii</sup>, Age-friendly communities are “economic engines” and older adults can provide fuel. If we are going to get anywhere building lifelong communities that work for everyone, we must be able to show that older people, far from being the economic drain they are sometimes painted to be, are actually an economic boon and valued members of our community.

In her report, she explains that older adults are consumers who may have more disposable income. Older adults often work whether they stay in traditional paid work, start second careers or contribute as volunteers and mentors. Their contribution provides a boost to local work forces that is often needed. Older adults are twice as likely as Millennials to start new businesses which also helps grow local economies. They often provide support to their extended family and may use fewer local services. Finally, they help communities maximize resources by utilizing services at different times than office workers or young families, equalizing service flow for businesses.

# INTRODUCTION

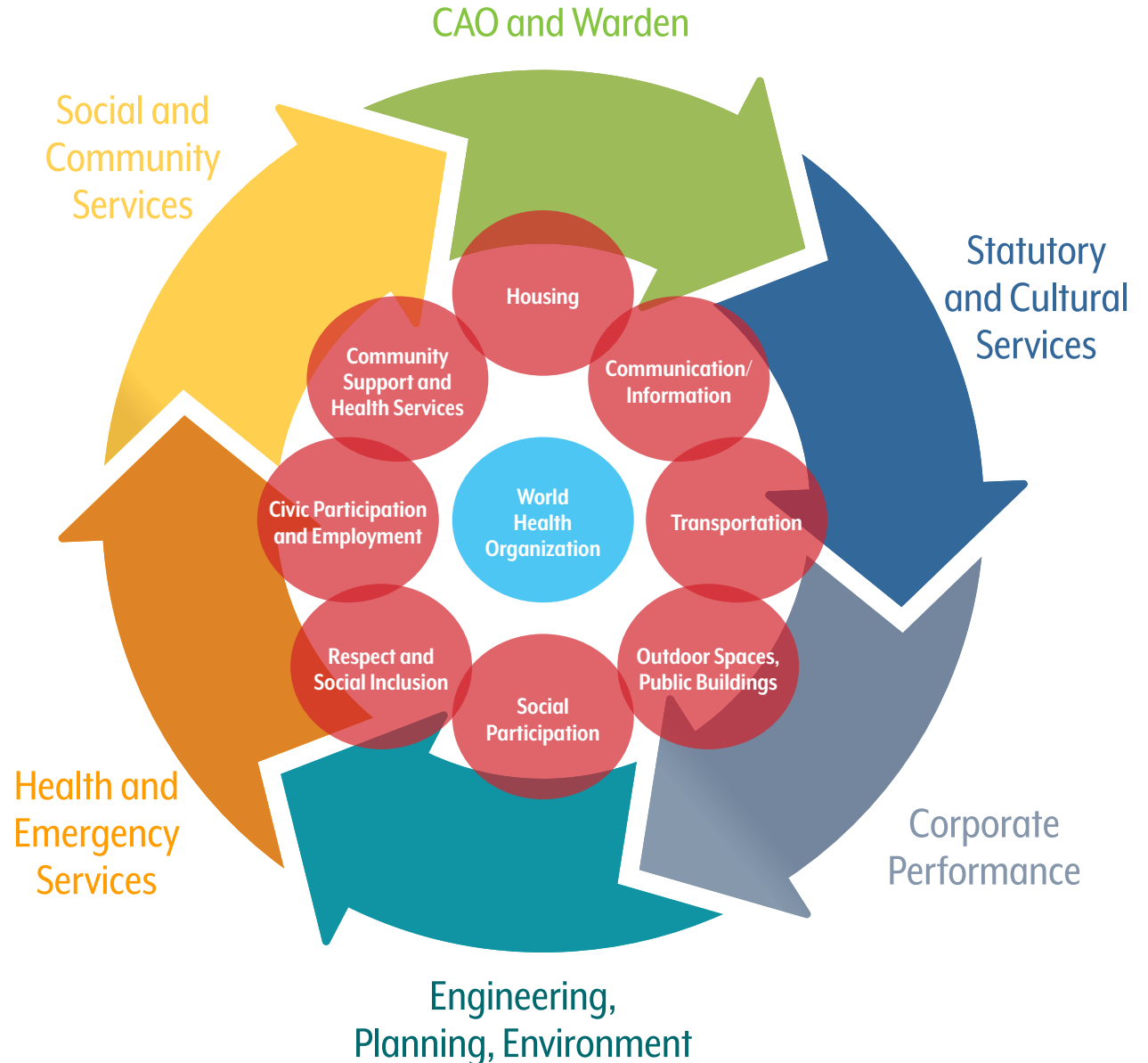
Simcoe County is a rapidly growing municipality, investing in innovative strategies to foster positive aging and creating more sustainable and healthy communities.

As a municipality, the County of Simcoe is well positioned to understand and address the increasing needs of its older adults beyond legislative responsibilities.

The County's annual strategic planning process ensures it is continually providing leadership through its programs and services to align with communities' needs, including supporting vulnerable populations.

Subsequent to the release of the Building an Age friendly Simcoe County - 2016 Community Needs Assessment, in the summer of 2017, this paper entitled the Simcoe County Positive Aging Strategy is a document that focuses on the recommendations and actions that were identified in the assessment report, and are within the County of Simcoe's municipal authority to plan, manage and deliver.

This document builds on the information garnered from the assessment report and is a corporate-wide strategy developed in collaboration with all the departments at the County of Simcoe and external organizations in consultation with the Simcoe County Age-friendly Advisory Committee, including participation by the Accessibility Advisory Committee.



The *Simcoe County Positive Aging Strategy* aligns with the County's Vision of "Working Together to Build Vibrant, Healthy, and Sustainable Communities", its corporate long-term strategic directions, and other regional plans, such as:

- Strategic Plan 2015-2025
- 10-Year Affordable Housing and Homelessness Strategy
- Local Immigration Partnership
- Master Transportation and Transit Plans
- Simcoe County Trails Strategy (connecting communities)
- 2013-2018 Multi-Year Accessibility Plan

This strategy strives to inform the public on the Age-friendly initiatives already underway and to ensure equitable and accessible regional programs and services for older adults in Simcoe County.

At the same time, recognizing rural and diverse communities and the good work already happening by various organizations within our communities targeting opportunities for senior service enhancements that fall within the eight (8) WHO dimensions.

**31%**  
of the population is  
55+ in Simcoe County



## How old is older?

In Canada, age 65 is generally understood to be the defining age for seniors. (*Chappell/Holland, Policy Prescription for an Aging Population*)<sup>iii</sup> It is at this age when many Canadians begin to receive social services, such as government pensions. (*Health Care in Canada 2003*)<sup>iv</sup> This paper uses the United Nations standard of age 60 to describe "older" people.

This may seem young in the developing countries where major gains in life expectancy have already occurred. However, whatever age is used, there are dramatic variations in health status, participation and levels of independence among older people of the same age. Decision-makers need to take this into account when designing policies and programs for their "older" populations. (*World Health Organization – Active Ageing: A Policy Framework 2002*)<sup>v</sup>

The benefits of planning age-friendly communities extend to everyone, regardless of their current age. People from all ages will benefit from "aging into" a more accessible and supportive environment. With an extensive background in providing support from a multitude of program areas within the corporation, planning for the aging population demographic growth continues to be a significant priority for the County.

This document, *Positive Aging Strategy: Older Adults Strengthening our Communities* and its Planning Framework provides a solid foundation to build upon in the future.



# BACKGROUND

In 2015, the County of Simcoe received \$50,000 in funding from the Government of Ontario as part of its Age-friendly Community Planning Grant Program. This funding was provided to support the implementation of a comprehensive community needs assessment and the development of a report that outlines the results of this assessment, including priorities and key areas of focus for future planning needs.

The County used a variety of community engagement processes 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* (full report) and an abridged *Executive Summary*. Both versions can be found on the website at <http://www.simcoe.ca/age-friendly>.

The information from the *Building an Age-friendly Simcoe County - 2016 Community Needs Assessment* was scrutinized to support the development of *Simcoe County's Positive Aging Strategy*.

## What we heard...

Overall, the research completed indicates that older adults consider Simcoe County a positive place to live and feel that our communities are friendly, contain vast amount of green spaces and local trails, older people feel respected, and really value the sense of safety and social rapport shared among the community.

Though the needs assessment process received extensive feedback and recommendations in all eight (8) community dimensions as defined by the World Health Organization (WHO), the most common themes for continued development across the County focused on four (4) key areas: transportation; communication/information; affordability; and accessibility. Each of these key areas received concerted focus in this document.

The findings and recommendations summarized in the previously released *Executive Summary* and fully detailed in the *2016 Building an Age-friendly Simcoe County - Community Needs Assessment Report* (full report), provided a strong and sound basis for the County to develop this report: *Positive Aging Strategy: Older Adults Strengthening Our Communities*.



**3,048** surveys  
+ **16** Focus Groups  
+ **12** Key Informant Interviews  
+ **120** people consulted  
+ **36** Advisory Members  
= **1** Vision of an Age-friendly Simcoe County

# AGING DEMOGRAPHICS

The National Institute on Aging reported that population aging will have dramatic effect on local, regional, and global economies. Most significantly, financial expenditures, labor supply, and total savings will be affected. (*Why Population Aging Matters*)<sup>vi</sup> During the next twenty (20) years, in Canada our population aged 65+ will double to 10.4 million, making seniors roughly one quarter of the population in 2036. (*2015 Federation of Canadian Municipalities, Quality of Life*)<sup>vii</sup> Coupled with the development of a rapidly growing older demographic, is the 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%. (*Statistics Canada 2011 Census*)<sup>viii</sup> According to new data from the Office of the Chief Actuary, the average life span for Canadians aged 65+, is now 87 for men and 89 for women. (*Mortality Projection for Social Security Programs in Canada, 2014*)<sup>ix</sup>

Similar trends at an even more accelerated rate are occurring in Simcoe County; experiencing rapid aging above both national and provincial averages. The proportion of adults aged 65 and over in Simcoe County is 18% of the population compared to 16.7% in Ontario and 16.9% in Canada. (Statistics Canada 2016 Census)<sup>x</sup>

**18%** of population  
in Simcoe County is 65 and older

## Dementia-friendly Community

Keeping in mind the senior demographics for the County, it's important to note that age is the primary risk factor for developing dementia. In Ontario, one in 10 individuals over the age of 65 is living with dementia. Currently in Simcoe County, there are an estimated 8,429 (*Hopkins, R.W. 2010, Dementia Projections*)<sup>xi</sup> individuals older than 65 who have dementia – this represents 9% of the senior population. Looking ahead to 2020, this number is expected to reach 9,600. (*Hopkins, R.W. 2010, Dementia Projections*)<sup>xii</sup> Initiatives are taking place provincially and globally to create Dementia-friendly Communities, which align nicely with the WHO's identified eight dimensions of Age-friendly Communities.

The North Simcoe Muskoka region is expected to experience a 37% increase in the number of dementia cases from 2012 to 2020; this is the 4th highest percent increase in the province. (*Alzheimer Society Ontario, Dementia Evidence Brief*)<sup>xiii</sup> The County of Simcoe is committed to creating communities that benefit the entire population and as such, have incorporated some Dementia-friendly elements into their *Positive Aging Strategy*.



# Disability in Canada

According to initial findings from the 2012 Canadian Survey on Disability, an estimated 3.8 million adult Canadians reported being limited in their daily activities due to a disability in 2012. This represents 13.7% of the adult population. More than 11% of Canadian adults experienced one of the three most prevalent disability types: pain, mobility or flexibility. Of those who reported at least one of these disability types in 2012, more than 40% experienced all three at the same time. The next commonly reported disabilities were mental/psychological, 3.9%; dexterity, 3.5%; hearing, 3.2%; seeing, 2.7%; followed by memory and learning disabilities, 2.3% each. Less than 1% of adults reported a developmental disability. (*Disability in Canada 2012*)<sup>xiv</sup>

The prevalence of disability increases steadily with age: 2.3 million working-age Canadians (15 to 64), or 10.1%, reported having a disability in 2012, compared to 33.2% of Canadian seniors—those aged 65 or older. Within the working-age population, those reporting a disability was 4.4% for people aged 15-24, 6.5% for those 25-44 and 16.1% for those 45-64. This proportion reaches 26.3% for those aged 65-74 and 42.5% among those 75+.

The most prevalent types vary by age. Among those aged 45-64, the most common were pain, 12.7%; flexibility, 9.8%; and mobility, 8.6%. While these three types of disabilities are also the most commonly reported among seniors, the prevalence was higher: 22.1% for pain, 20.5% for mobility and 19.3% for flexibility. The prevalence of hearing disabilities was also high among seniors, 10.4%. (*Disability in Canada 2012*)<sup>xv</sup>





# TRENDS IN RURAL COMMUNITIES

Just more than half of the population (57%) in Simcoe County, resides in an urban core. The remaining 43% of rural residents are dispersed over 80% of Simcoe County's land area. (*Simcoe Muskoka's Vital Signs*)<sup>xvi</sup> An important factor to consider in understanding the needs of our seniors is the additional limitations associated with living in small rural communities. 23% of all seniors live in rural areas and small towns in Canada. The majority of these seniors, even those in the highest age bracket of 85+, are also living independently at home. (*Age-friendly Rural and Remote Communities*)<sup>xvii</sup>

Though there are many obvious benefits of living in the beautiful and charming communities of rural Ontario, limited housing and transportation, along with fewer health, social and community support service options, place older adults at higher risk of social isolation and poorer health status. Often there may be rural areas which cannot accommodate their older adults in seniors' housing, local retirement or long-term care homes. Seniors that are constrained in their choices, may become displaced from their home, long-time community, and social network; forced to move to other locations where more suitable housing and supports are available. Addressing the swell in the number of older Canadians, whether that be in rural or urban locations must be based on smart, targeted and innovative interventions. (*Seniors and Housing: The Challenge Ahead*)<sup>xviii</sup>

In rural Ontario, 35–54 year olds are slightly more likely to volunteer than either 20–24 year olds or those 55+. This difference is seen across Canada and across rural/urban jurisdictions. Seniors (65+) had lower participation which may be partly due to poor health; however, seniors that did volunteer gave almost double the hours of younger volunteers. (*Rural Ontario Foresight*)<sup>xix</sup>

# 23%

of all seniors live in rural areas



# OUR VISION

Let's build an Age-friendly Simcoe County together by valuing and supporting older adults in our communities and, at the same time, celebrating diversity, refuting ageism and reducing inequities by recognizing their contributions to our region.





# SIMCOE COUNTY POSITIVE AGING STRATEGY

Over the next 20 years, our older adult population will more than double. It is, therefore, imperative that the County and partner municipalities prepare for this demographic shift. This is vital to sustaining a safe and positive place for older adults to feel respected and valued in Simcoe County. The *Simcoe County Positive Aging Strategy* comprised of the Planning Framework will assist this region in planning for its aging population.

## Strategic Alignment with Others

Building Age-friendly Communities with multi-level governance is paramount.

### World Health Organization (WHO)

Worldwide, WHO regards active ageing as a lifelong process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life. (WHO)<sup>xx</sup> By working with groups in 33 cities around the world, WHO asked older people to describe the advantages and barriers they experience. The results from the focus groups led to the development of a Guide to engage cities to become more age-friendly and, in practical terms, defined an age-friendly community as one that adapts its policies, structures and services to be accessible to and inclusive of older people with varying needs and capacities. In addition to the guide, the WHO created a Checklist of Essential Features of Age-friendly Cities. The checklist evaluates age-friendliness eight (8) dimensions: Outdoor spaces and buildings; Transportation; Housing; Social Participation; Respect and Social Inclusion; Civic Participation and Employment; Communication and Information; Community Support and Health Services.

### Canada

On the federal level, the Public Health Agency of Canada is a key partner in the WHO Age-friendly Cities and Communities Initiative and provides a number of resources to help engage older adults and their communities. This work is further augmented through the National Seniors Strategy that claims that age-friendly design of our communities and physical settings is an important component in creating a healthy aging environment and has developed four (4) pillars that support our older Canadians, ensuring they:

1. Remain independent and engaged within the community
2. Lead healthy and active lives
3. Have access to person-centered, high-quality, integrated care close to home
4. That their informal caregivers such as family and friends are acknowledged and supported. (*Alliance of a National Seniors Strategy 2016*)<sup>xxi</sup>

### Ontario

Provincially, in 2017, the Government of Ontario established Canada's first stand-alone Ministry of Senior Affairs (MSA). The MSA's Action Plan, called "Independence, Activity and Good Health, Ontario's Action Plan for Seniors", is committed to promoting the development of Age-friendly communities and programs.<sup>xxii</sup>

**3%** of the senior population with activity limitations are living in low income

### County of Simcoe

Municipally, after receiving funding from the Government of Ontario as part of its Age-friendly Community Planning Grant Program, a comprehensive needs assessment was conducted including 3,048 survey responses, 16 categorized community focus groups and 12 key informant interviews with service providers, francophone, aboriginal groups, and older adults who were less likely to participate and at risk of isolation. This served to establish a baseline assessment of Simcoe County's age-friendliness and to determine the priorities for action according to scope of community responsibility, the cost and benefits, and the potential for engaging seniors and aligning with partners in the public and private sector.

Our research was enhanced by following the Finding the Right Fit: Age-friendly Community Planning Guide issued by the government of Ontario, which is based on the WHO eight (8) dimensions central to creating an age-friendly community. As well, community public consultations that engaged a broad cross section of 120 participants were held and the results were included in the *Building an Age-friendly Simcoe County 2016 Needs Assessment Report* released in the summer of 2017.

The National Seniors Strategy pillars act as overarching values for the County's work in Age-friendly planning. These pillars are built upon a foundation of five (5) fundamental principles that include **Access, Equity, Choice, Value** and **Quality**. (*Living longer, Living Well 2013*)<sup>xxiii</sup>

# Development of a Principle-based Age-friendly Strategy in Simcoe County

## 1. Access

When planning, reviewing, and delivering services, the County will endeavor to ensure that older adults, their families and caregivers can access the services and supports they need in an efficient and timely way.

## 2. Equity

Simcoe County recognizes diversity and wants to ensure that older adults from different ethno cultural groups are acknowledged, but also those from our lesbian, gay, bisexual, transsexual and queer (LGBTQ) communities and those whose abilities are limited, and those requiring special needs.

## 3. Choice

We acknowledge that older adults should be supported even if they make informed decisions that allow them to live at risk. Therefore, when planning, reviewing and delivering services to them, we want to ensure older adults, their families, and their caregivers have as many choices as is possible, and they are supported and empowered with information to make informed choices.

## 4. Value

We want to ensure that spending County tax dollars is done in the most effective and efficient way to help ensure sustainability of our programs, and services when delivering services.

## 5. Quality

We will ensure quality is central to the work at hand.

## Policy and Advocacy Role

According to the WHO, traditionally, old age has been associated with retirement, illness and dependency. Policies and programs that are stuck in this outdated paradigm do not reflect reality. In many developing countries, people over age 60 continue to participate in the work force. (*World Health Organization Active Ageing*)<sup>xxiv</sup>

As a regional-level government, the County plays a strong role in setting effective policy and advocating on behalf of its citizens, including older people. A policy and advocacy role requires establishing collaboration and partnerships and building a reputation as one of the principal actors in a regional dialogue.

The diversity of issues facing older adults in our communities requires that an age-friendly lens be used to guide policies, practices and program to ensure that limited resources are being used as efficiently as possible. This means staying connected to current issues and model practices, as well as methodical data collection and analysis, including research, to understand the trends that impact the quality of life for older adults and to meet their emerging needs.

## Consequently, the County will take on a leadership role in:

- Providing information about the aging population and community services
- Bringing together communities of interest
- Establishing collaborations among organizations
- Submitting innovative ideas and stimulating others to share their ideas for all to consider
- Incorporating AFC concepts in all core business areas of the County
- Enabling local municipalities to adopt AFC options, where possible
- Encouraging local businesses to become more age-friendly

By establishing a *Positive Aging Strategy and Planning Framework*, the County is putting in motion new policy to embrace age-friendly development and to help guide and support similar planning at the local municipal level.

**12%**  
of the population  
are immigrants



# PLANNING FRAMEWORK PROCESS AND EVALUATION

Knowledge derived by research and experience may be of little value unless it is put into practice.<sup>xxv</sup> The evidence is clear. Older adults can live longer, healthier lives by staying socially connected, increasing their levels of physical activity, eating in a healthy way, taking steps to minimize their risks for falls and refraining from smoking. Healthy aging depends on a variety of influences or “determinants” that surround individuals and their families. Understanding the evidence we have about these determinants helps us design policies and programs that work. By providing age-friendly environments and opportunities for Simcoe County’s older adults to make healthy choices, we strive to enhance their independence and quality of life.

With Our Vision and course of action defined, the final component of our *Positive Aging Strategy* is to utilize a planning framework to operationalize our strategic directions and work to bring Our Vision to life. The following Planning Framework is a living document developed for community planning and action over the coming five (5) years, organized around the eight (8) WHO dimensions of:

- communication and information
- transportation
- housing
- community support and health services
- outdoor spaces and buildings
- civic participation and employment
- social participation
- respect and social inclusion

This *Planning Framework* includes a comprehensive action plan to deal with issues that fall within the scope of municipal responsibility based on the World

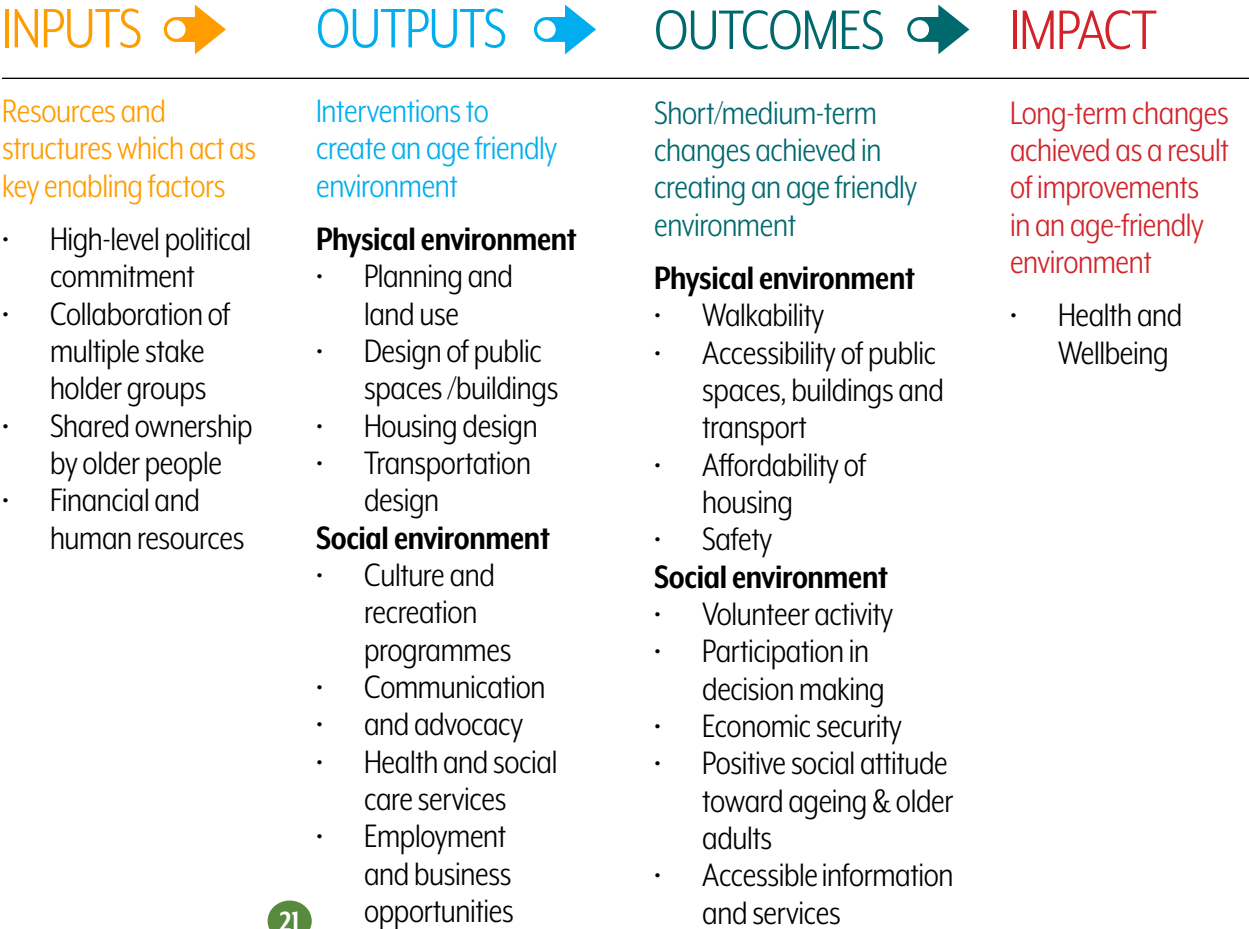
Health Organization (WHO) consultation and protocol (see Table: Framework for Selecting an Age-Friendly Measurement Strategy) and on the government of Ontario, *Finding the Right Fit: Age-Friendly Community Planning Guide*.

The County initiates and undertakes actions in some areas as well as seeks other groups to take

the lead where appropriate. Work will be advanced in close collaboration directly with its surrounding municipal partners, AF Advisory Committee, external organizations and internal departments of the County.

It should be noted that the actions are preliminary and require refinement through additional dialogue with broader groups internally and externally.

## A FRAMEWORK FOR SELECTING AN AGE-FRIENDLY MEASUREMENT STRATEGY<sup>xxvi</sup>





# Predominant Themes

Despite the general feedback that Simcoe County is a positive and supportive home for older adults, the research highlighted certain areas of improvement in reducing barriers to age-friendliness. The eight (8) dimensions simultaneously are independently important and interconnected, however, the main overarching themes highlighted as being particularly significant through the Simcoe County needs assessment process were Communication/Information, Transportation, Affordability and Accessibility. An overview of the four themes is outlined below.

## **COMMUNICATION/INFORMATION**

The most prevalent theme identified through the engagement process was Communication and Information. The complexity of service delivery requires considerable coordination of information and effective communication with our older adults. Within the County of Simcoe there are several departments providing a broad range of services and programs to older adults across Simcoe County. To that end, the County AFC Corporate Committees have been formed representing each of the eight (8) age-friendly dimensions to ensure information sharing within the County departments is continual and that insight and expert knowledge is available in addressing older people. In addition, the AF Advisory Committee acts as a network to spread information amongst older adults, service providers and the public. As recommended by the AF Advisory Committee, the County created an official Age-friendly Communications Campaign tool to continue age-friendly awareness, disseminate information including new avenues of communication, while, at the same time, still respecting preferences of the audiences. To ensure that our local municipalities are kept informed and aware of all the age-friendly activities occurring across Simcoe County, a Municipal Champions Group will be formed to share future updates and ongoing communication of age-friendly planning and development.

## **TRANSPORTATION**

The transportation dimension was also deeply interconnected with the other seven (7) dimensions and was a prominent theme. The County recognizes that transportation significantly influences seniors' quality of life and is an important factor in maintaining independence and mobility. There is a strong need for efficient public transportation within local municipalities and between municipalities and their neighboring communities. The County and its constituent municipalities have been actively exploring transportation options that address future needs for several years. The new Simcoe County Transit Plan augments existing transportation services within municipalities by connecting them to other communities through a new intra-municipal transit program. Efforts will continue to build on this infrastructure into the future.

## **AFFORDABILITY**

As we age, affordability becomes a critical issue. The County's annual strategic planning process ensures it is continually providing leadership through its programs and services to align with communities' needs, including supporting vulnerable populations, such as the elderly. The County is engaged in a number of key initiatives aimed at increasing affordability for our citizens. These include a 10-year Affordable Housing and Homelessness Prevention Strategy, Social Services Programs and the option of subsidized rates for various programs offered.

## **ACCESSIBILITY**

The final dominant theme focuses on accessibility. Ontario has set standards for accessibility under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA). The Integrated Accessibility Standards Regulation (Ontario Regulation 191/11), under the act, includes accessibility standards for Customer Service, Information and Communications, Employment, Transportation and the Design of Public Spaces. These important standards are designed to create a barrier-free and accessible Ontario by 2025. The majority of the buildings operated by the County meet the AODA Standards; however, there is still a lot of work to be done by businesses to provide better accessibility options to the seniors in their areas. The County has worked diligently under the guise of our Accessibility Committee to ensure all sites and services are accessible. Future work will include the development of a Tool kit for Businesses to help support all businesses across this region to become more age-friendly and accessible.

These key themes appeared in all eight (8) dimensions even though they are considered stand-alone topics themselves. Included are many aging initiatives with the ultimate goal of enhancing affordability and accessibility of services for older people in Simcoe County.

# AFC INITIATIVES

This framework is structured under key priorities identified within each dimension. Each dimension includes: a goal statement; a list of initiatives with outlines; the lead person or group responsible for the initiative and the timeframe. In addition, under Appendix A – Future Considerations, you will find initiatives/actions that can be considered in the future. Under Appendix B – Model Practices/Resources, you will find information on existing good practices already adopted in other organizations.



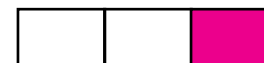
In Progress



Short-term



Medium-term



Long-term

## COMMUNICATION/INFORMATION

**GOAL #1 - Remove communication barriers that progressively cut older people off from others, particularly barriers related to accessibility, affordability, low literacy and diminished capacity by providing timely, practical information to manage life and meet personal needs vital for active aging.**

### Priority 1.0

Improve the communication services, programs and events in the community for older people.

### Priority 2.0

Increase the coordination of information and services among service agencies.

### Priority 3.0

Increase access to information and computer literacy training in libraries and community centres.

Priority 1.0	Lead	Time-frame
<b>1.1 Simcoe County AFC Advisory Committee</b> Increase awareness and dissemination of community services, programs and events via engagement of a broad-based membership and associated networks.	AFC Co-ordinator	
<b>1.2 Refresh of County Branding and Communication Guidelines</b> Incorporate AFC accessibility-based principles within the County branding guidelines, communications and publications.	Corporate Communications	
<b>1.3 Municipal AFC Champion Network</b> Identify local Municipal Champions and establish a County-wide planning forum to promote age-friendly concepts, exchange ideas, share local success stories and strengthen overall planning.	AFC Co-ordinator	
<b>1.4 Simcoe County AFC Website Template</b> AFC website template developed, implemented on County site and extended to all 18 local municipalities to assist in content management, AFC public messaging, and information dissemination. (13 municipal partners have adopted template to date)	Corporate I.T. Department	



In Progress



Short-term



Medium-term



Long-term

Priority 1.0	Lead	Time-frame
<b>1.5 Ontario Telemedicine Network (OTN)</b> <ul style="list-style-type: none"> <li>OTN established in all 4 County of Simcoe LTC Homes and 3 Community campus locations.</li> <li>County led implementation of OTN equipment in all 26 LTC Homes in the North Simcoe Muskoka (NSM) LHIN.</li> <li>NSM LHIN awarded funding to the County for one Full-time OTN Coordinator beginning in 2017. To assist with program expansion in LTC homes and home and community care.</li> <li>OTN compendium developed to provide guidelines for staff and primary care practitioners to promote increased use and effectiveness of technology as well as decrease transportation needs.</li> <li>OTN brochure developed for our Residents and their families.</li> <li>OTN Paramedic Services pilot project (Alternate Pathways Project) under consideration with the Ministry of Health and Long-Term Care. Enables real time physician assessment to reduce avoidable Emergency Department visits.</li> </ul>	Sunnybrook Centre / Paramedic Services	
<b>1.6 Aging Demographic Profiles for Local Municipalities</b> Collaborative partnership with Georgian College Research Analyst Program to create individual municipal profiles to support effective AFC planning.	AFC Co-ordinator/ Georgian College	
<b>1.7 Simcoe.ca/Age-friendly Website</b> AFC website created in 2016 to communicate AFC information and planning updates, local successes, linkages to community information resources, funding opportunities, and connections to service providers, businesses, government sites, and other useful resources.	AFC Coordinator Corporate I.T. / Communications	
<b>1.8 Promote 211</b> <ul style="list-style-type: none"> <li>Promoting 2-1-1 awareness through Paramedic referrals and Community paramedicine program.</li> <li>Investigating more ambulance branding to direct the public toward appropriate use of 9-1-1 versus 2-1-1.</li> </ul>	Paramedic Services	
<b>1.9 Simcoe County Internet Service</b> Southwestern Ontario Integrated Fibre Technology (SWIFT) initiate continuing to work toward expanded internet services to areas not currently available. Joint Federal/Provincial funding initiative to support 20 counties and single-tier municipalities in the area. <a href="http://swiftnetwork.ca/">http://swiftnetwork.ca/</a>	Corporate I.T. Department	
<b>1.10 Age-friendly Information Dissemination</b> Utilize Simcoe County Library Cooperative to share Age friendly Communities education, events and activities across all 14 libraries, including 27 branches in Simcoe County in Simcoe County.	Library Co-operative	
<b>1.11 Seniors' Events &amp; Celebrations</b> Annual event planning, public communications, and proclamations focus on Seniors Day and Month each year to promote age-friendly communities and celebrate our older adults.	LTCSS Department/ Library Co-operative	



In Progress



Short-term



Medium-term



Long-term

Priority 2.0	Lead	Time-frame
<b>2.1 AFC Communication Campaign</b> <ul style="list-style-type: none"> <li>· Increase awareness of age-friendly activities within Simcoe County.</li> <li>· Encourage/recognize age-friendly planning by engaging municipalities and public.</li> </ul>	AFC Co-ordinator	
<b>2.2 Age-friendly Toolkit for Business Sector</b> <ul style="list-style-type: none"> <li>· To extend the reach of AFC activities and engage businesses in recognizing age-friendliness.</li> <li>· To promote businesses displaying their accessibility level on the outside of buildings.</li> </ul>	AFC Co-ordinator	
<b>2.3 Simcoe County Customer Service Department</b> Knowledgeable repository of information of Simcoe County age-friendly services.	Corporate Customer Service	
Priority 3.0	Lead	Time-frame
<b>3.1 Library Information Hub Model for Newcomers and Older Adults</b> Collaborative with Library Cooperative and Municipal Public Libraries to create local information hubs. Applied for New Horizon 2017 Grant and awaiting response.	Library Co-operative	
<b>3.2 Cyber Seniors</b> Connecting Generations through an intergenerational program where students help seniors bridge the digital generation gap. The County purchased licensing to manage 45 devices on behalf of the Public Health Cyber Senior Initiative.	Simcoe Muskoka Integrated Fall Strategy	
<b>3.3 Future Senior Safety Prevention and Education Module Development</b> Expansion of public safety prevention education programs for older adults that is based on the core components of the Seniors and Law Enforcement Together (S.A.L.T.) and Citizen's Police Academy.	Emergency Management	
<b>3.4 Senior Fairs, Forums</b> In collaboration with local service providers, host senior fairs/forum in local communities – opportunities to provide Paramedic File of Life, Paramedicine Program, emergency preparedness, safety and abuse prevention information, dementia, health and home support services available to local residents.	County & Local Municipalities	



In Progress



Short-term



Medium-term



Long-term

## TRANSPORTATION

**GOAL #2 - Provide transportation options that are accessible and affordable to promote active ageing. Being able to move about support social and civic participation and access to community and health services.**

### Priority 1.0

Improve public transportation options in and around the County that are offered at affordable rates

### Priority 2.0

Make transportation schedules accessible and easy to understand

### Priority 3.0

Increase accessible parking spaces near buildings and include drop off zones in front entrances

### Priority 4.0

Increase reliability and frequency of public transportation, offer bi-weekly shuttle service, and increase capacity of volunteer-based transportation organizations

Priority 1.0	Lead	Time-frame
<b>1.1 Public transit to key communities and hubs</b> In 2017, the County of Simcoe established a Simcoe County Transit Plan that will provide a network of transit connections that offer affordable rates and will link transit systems across communities throughout the region. The Transit Plan is premised on strengthening partnerships and was designed through feedback from local municipalities to define feasibility of a broader county service that serves its communities; connects urban centres; facilitates local, inter-municipal and inter-regional commuter travel; and supports broader economic, environmental and social objectives of development in Simcoe County. The initial 5 year program phases in intra-municipal routes beginning in 2018 as follows: Phase 1: 2018 Midland/Penetanguishene to Barrie Phase 2: 2019 Barrie, Orillia (County will assume between municipalities) Phase 3: 2020 Barrie, Angus, Collingwood, Wasaga Beach (County will assume between municipalities) Phase 4: 2021 Alliston, Cookstown, Bradford, Tay, Orillia	Planning Department	
<b>1.2 Shuttles to and from local towns</b> Options to be considered by the Transportation Coordinating Council to further discuss this recommendation and look into feasibility.	County of Simcoe, Health & Emergency Services	
<b>1.3 Community bus to go on outings at a reasonable rate</b> To consider under the new Transit Plan regarding opportunities to further enhance partnerships in collaboration, with Local Municipalities to shuttle participants to local events	Planning Department	

“ I have concern that I would have to live elsewhere if I could no longer drive. It is very important to me to be able to continue to be among my friends. ”



In Progress



Short-term



Medium-term

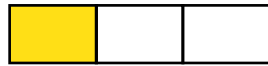


Long-term

Priority 2.0	Lead	Time-frame
<b>2.1 AFC Accessibility for Ontarians Disabilities Act</b> The County Transit Plan bus schedules are being established under the requirements and principals outlined within the Accessibility for Ontarians Disabilities Act to ensure schedules are easily accessible.	Planning Department (Transit)	
Priority 3.0	Lead	Time-frame
<b>3.1 Increase accessible parking spaces near buildings</b> Include recommendations in County of Simcoe Official Planning Guidelines to encourage local municipalities to include age-friendly considerations in parking standards in their zoning/design guidelines.	Planning Department	
Priority 4.0	Lead	Time-frame
<b>4.1 Ensure more routes and stops in communities</b> As per Transit Plan, include recommendations in County of Simcoe Official Planning Guidelines to encourage local municipalities on the benefits of implementing more bus routes and stops in their communities.	Planning Department (Transit)	
<b>4.2 Regional Transportation Services</b> Regional transportation services proposed to operate 12-hour days with regular routes every hour beginning Monday – Friday. Provision of external services will be reviewed on an ongoing basis.	Planning Department (Transit)	
<b>4.3 Increase capacity of voluntary transportation organizations</b> Promote awareness of “211” as an agent that promotes volunteer opportunities through their website under “Community Connections”	Health and Emergency - Social Services	
<b>4.4 Co-ordinated Transportation Portal</b> <ul style="list-style-type: none"> <li>Simcoe County is implementing a Coordinated Transportation Portal that provides community-based transportation service providers in the county with a web-based coordinated intake/booking/one-time referral system to identify transportation availability between agencies. This increases overall capacity in coordinating across multiple services.</li> <li>211 serves as a central contact number to facilitate referrals based on the client's needs.</li> <li>Partner Community Organizations include: County of Simcoe Community Services Department, Barrie Area Native Advisory Circle, Helping Hands, Canadian Red Cross, Community Connection 211, Community Reach North Simcoe, (registered charitable organizations), NSM LHIN. Goal to expand in participating providers.</li> </ul>	Health and Emergency - Social Services	
<b>4.5 Future of Regional Transportation</b> <ul style="list-style-type: none"> <li>Collaborating with the Government of Ontario, Toronto Transit Commission, Metrolinx/GO Transit, and 18 other municipal/ local governments in the Greater Toronto Area and Greater Golden Horseshoe Area to assist in the long-term planning of the transportation system in these regions. Transportation Tomorrow Survey (TTS) survey completed in November 2016.</li> </ul>	Federal, Provincial, Municipal	



In Progress



Short-term



Medium-term



Long-term

## HOUSING

**GOAL #3 - Ensure sufficient, appropriate, and affordable housing dedicated to older people is provided and located close to essential services and transportation. Ensure older people are well informed of these housing options across Simcoe County.**

### Priority 1.0

Develop more affordable housing in alignment with the County's Affordable Housing Strategy.

### Priority 2.0

Promote more age-friendly housing developments with accessible amenities. Education with respect to barrier-free design for those involved in the design and construction of homes for older persons.

### Priority 3.0

Promote more diverse housing options that are suitable for older adults.

### Priority 4.0

Improve awareness of housing options for older adults

Priority 1.0	Lead	Time-frame
<b>1.1 10-Year Affordable Housing and Homelessness Prevention Strategy</b> Increase the inventory of affordable rental housing in alignment with the County's 10-year Affordable Housing and Homelessness Prevention Strategy (Housing Strategy). <ul style="list-style-type: none"> <li>Continue with approved Affordable Housing projects that include: Collingwood, Innisfil, Wyevalle, Alliston, Wasaga Beach.</li> <li>Promote additional services that may be of assistance to seniors that include:               <ul style="list-style-type: none"> <li>Ontario Renovates (urgent home repairs, accessibility modifications and secondary suites);</li> <li>Rent subsidies;</li> <li>Rent geared to income Social Housing; and</li> <li>Affordable housing program eligibility criteria for low-moderate income households;</li> </ul> </li> <li>Current Housing Request for Proposals (RFPs) include access to amenities.</li> <li>Proposal analysis includes innovative opportunities for alternative types of affordable housing; e.g., home-sharing.</li> </ul>	Social Housing Department	
<b>1.2 Age-Friendly Housing Criteria</b> <ul style="list-style-type: none"> <li>Develop criteria to incorporate age-friendly community concepts into the County's Housing program</li> </ul>	AFC Co-ordinator	



In my volunteer work I encounter so many people who lack affordable housing. This is one of our communities' greatest challenges.





In Progress



Short-term



Medium-term



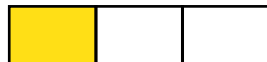
Long-term

Priority 2.0	Lead	Time-frame
<b>2.1 Simcoe County Housing Corporation (SCHC)</b> <ul style="list-style-type: none"> <li>• Increase inventory of affordable rental housing.</li> <li>• Build more diverse housing types incorporating universal design;</li> <li>• Promote modernization and accessibility upgrades to existing social housing stock.</li> <li>• Include walkable neighborhoods and proximity to stores, services and amenities for older adults in plan. (e.g., proximity to main transit routes, 500 meters to a bus stop, walkable to mall, etc.)</li> <li>• Ensure SCHC redevelopment selection includes access to amenities.</li> <li>• Promote green space design with a focus on all ages' components.</li> <li>• Expand partnerships with Community agencies for service delivery in SCHC buildings</li> </ul>	Social Housing Department	   
Priority 3.0	Lead	Time-frame
<b>3.1 Homelessness Prevention and Poverty Reduction</b> <ul style="list-style-type: none"> <li>• Continue to engage community stakeholders to assist in further planning and alignment of homelessness prevention and poverty reduction funding, considering older adult complex needs.</li> <li>• Consider the needs of indigenous seniors homeless community</li> </ul>	Social & Community Services	 
<b>3.2 Housing First Strategies</b> <ul style="list-style-type: none"> <li>• House and support the needs of those living with chronic homelessness through design and implementation.</li> <li>• Consider needs of people transitioning from institutions; e.g., prison and hospital.</li> <li>• Continue to assist vulnerable people to access support services through community partnerships.</li> </ul>	Social & Community Services, LHIN, Mental Health sector services	 
<b>3.3 Long Term Care Redevelopment and Expansion</b> <ul style="list-style-type: none"> <li>• Maximize provincial/federal funding to support aging infrastructure and increased demands associated with seniors housing and services, subject to funding guidelines.</li> <li>• Advocate to the Ministry of Health and Long-Term Care (MOHLTC) for "older A" capital funding.</li> <li>• Continue to include affordable housing within the housing continuum when planning LTC development.</li> <li>• Release "White Paper" to promote the seniors housing continuum "Hub" model for other municipalities</li> </ul>	Social & Community Services, LHIN, Mental Health sector services	  
<b>3.4 Sustainable Long-Term Care Funding</b> <ul style="list-style-type: none"> <li>• Continue to work with external consultants to enhance documentation for more appropriate Nursing and Personal Care funding</li> <li>• In collaboration with AdvantAge Ontario and the Association of Municipalities of Ontario (AMO):               <ul style="list-style-type: none"> <li>o Renew advocacy strategy for County Council to promote increased funding for LTC;</li> <li>o Continue to engage the Ministry in funding discussion and future planning.</li> </ul> </li> </ul>	LTCSS	 





In Progress



Short-term



Medium-term



Long-term

Priority 3.0	Lead	Time-frame
<b>3.5 Paramedicine Program – Community-based Health Assessment Clinic (CP@Clinic)</b> Continue to build suitable housing capacity through wellness clinics in subsidized seniors' apartment buildings. Residents receive regular health assessments, education, and active lifestyle promotion to maintain wellness and independence.	Paramedic Services / Social Housing	
<b>3.6 Age-Friendly Housing – Grant Program</b> Establish a County of Simcoe Age-Friendly annual grant program to promote further development of suitable housing for older adults throughout the County. Grant eligibility criteria to include: <ul style="list-style-type: none"> <li>• Barrier-free design;</li> <li>• Accessibility to amenities; and</li> <li>• Support services for older adults.</li> </ul>	AFC Initiative	
Priority 4.0	Lead	Time-frame
<b>4.1 Increase Awareness of Housing Options via:</b> <ul style="list-style-type: none"> <li>• Continued information sharing with:               <ul style="list-style-type: none"> <li>o Housing Resource Centers;</li> <li>o Municipal Liaison Groups; and</li> <li>o Library Co-operative for dissemination at local Libraries</li> </ul> </li> </ul>	Social & Community Services	
<b>4.2 Senior Symposiums / Fairs</b> Housing information is shared and distributed at local senior symposiums / fairs.	Social Housing	

## Loneliness and the aging population

How businesses and governments can address a looming crisis. IBM Institute for Business Value - April 2017.

[www.935.ibm.com/services/us/gbs/thoughtleadership/loneliness/](http://www.935.ibm.com/services/us/gbs/thoughtleadership/loneliness/)

A new epidemic is growing just as quickly, with 43% of people 60 and older in the world reporting they are suffering from loneliness. With an impact often equated to smoking 15 cigarettes a day, loneliness can have a devastating effect on both cognitive and physical health, including:

- 29 per cent increased risk on coronary heart disease
- 32 per cent increased risk of stroke
- 64 per cent increase in developing dementia
- 26 per cent increased likelihood of death



In Progress



Short-term



Medium-term



Long-term

## HEALTH & COMMUNITY SUPPORTS

**GOAL #4 - Remove barriers that older adults experience with accessing and utilizing community and health supports. Ensure services offered address the needs and concerns of older people to enhance quality of life and meet personal health needs.**

### Priority 1.0

Foster enhanced co-ordination of health services and community supports to assist older adults to age-in-place.

### Priority 2.0

Promote improved communication of information about 211 and existing health services

### Priority 3.0

Promote the improvement and expansion of health-care services in Simcoe County

### Priority 4.0

Enhance transportation services to get to medical appointments

Priority 1.0	Lead	Time-frame
<b>1.1 County of Simcoe Paramedic Services Paramedic Referral Program</b> Paramedics responding to 9-1-1 calls assess the need to link their patients to relevant health and community services to help maintain their health and independence at home. Commencing in February of 2015, over 1700 referrals for community services have been made with over 65% receiving enhanced support as a result.	Paramedic Services	
<b>1.2 Paramedicine Program – Community Health Assessment Program (CP@Clinic)</b> Continue to build health care capacity for seniors by hosting wellness clinics in congregate seniors' housing and subsidized seniors apartment buildings. Residents receive regular health assessments, education, and active lifestyle promotion to maintain wellness and independence.	Paramedic Services Social Housing	
<b>1.3 Public Access Defibrillator (PAD) Program</b> PADs are being provided in all LTC homes across region to promote timely, lifesaving care to residents, staff and visitors within the home.	Paramedic Services	
<b>1.4 Advocacy and Support for Senior Issues in Simcoe County</b> The County of Simcoe participates in many local and provincial advocacy organizations to support seniors' issues that include such agencies as the Ontario Retirement Communities Association, North Simcoe Muskoka Community Support Services Collaboration, the Adult Day Network, AdvantAge Ontario, and AMO.	Health & Emergency Services	
<b>1.5 Older Adult Assistance Programs</b> Older adults may be eligible (income-based testing) for the provision of emergency dental, dentures and eyeglasses assistance. Assistance for rental, mortgage and utility arrears also available.	Social Services	
<b>1.6 Community Paramedicine Home Visit Program</b> Deployment of targeted Rapid Response Units that provide patient in-home visits when not responding to 9-1-1 calls. Collaborative partnership with primary care providers and the LHIN.	Paramedic Services	



In Progress



Short-term



Medium-term



Long-term

Priority 1.0	Lead	Time-frame
<b>1.7 Mental Health and Addiction Services Initiative for Vulnerable Persons</b> Program available to support persons with disabilities, mental health, and substance abuse. <ul style="list-style-type: none"> <li>Continued implementation of year two (2) of targeted monitoring of initiative on a monthly basis.</li> <li>Report outcomes to Ministry of Community and Social Services and adjust program according to data.</li> </ul>	Ontario Works	
<b>1.8 Seniors Wellness Programming in SCHC Properties (Bradford, Beeton, Alliston)</b> Collaboration with CONTACT Community Services to provide space for seniors' wellness services. Supports social participation of seniors to improve quality of life, form friendships, and reduce isolation.	Simcoe County Housing Corporation	
<b>1.9 Seniors Health Project Team Member - Specialized Geriatric Services (SGS)</b> County participates on the Team to support development of an integrated Seniors Health Program and helps to guide planning and implementation of a regional SGS program focused on frail seniors and their caregivers.	NSM LHIN Waypoint	
<b>1.10 Sustainable Long Term Care Funding</b> <ul style="list-style-type: none"> <li>Continue to work with external consultants to enhance documentation for more appropriate Nursing and Personal Care funding</li> <li>In collaboration with Advantage Ontario and the Association of Municipalities of Ontario (AMO):               <ul style="list-style-type: none"> <li>Renew advocacy strategy for County Council to promote increased funding for LTC;</li> <li>Continue to engage the Ministry in funding discussion and future planning.</li> </ul> </li> </ul>	Health & Emergency Services	
<b>1.11 Advocate for Seniors Campus Continuum Development</b> <ul style="list-style-type: none"> <li>Release of White Paper on Seniors Campus Continuums</li> <li>Include community space and support services as part of the creation of community hubs</li> <li>Complete Simcoe Village Redevelopment Project</li> </ul>	Health & Emergency Services	
Priority 2.0	Lead	Time-frame
<b>2.1 Community Services Awareness - 211</b> <ul style="list-style-type: none"> <li>Promote 2-1-1 access for community services via the County website and information pamphlets.</li> <li>Emergency Management promotes 211 at workshops and in the development of senior's safety programs.</li> <li>Paramedics provide 211 information as part of the 9-1-1 response and the community paramedicine program.</li> <li>Enhanced Paramedic vehicle branding is being developed for awareness of appropriate use of 2-1-1 versus 9-1-1</li> </ul>	Social, Emergency Management, & Paramedic Services	 



Please, try to set up some kind of one-on-one advocacy system for elderly people who are on their own...advocates who know about meds, physical ailments and limitations, and who can clear the way for appointments, hospital care and visitation...





In Progress










Short-term



Medium-term



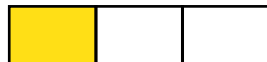
Long-term

Priority 2.0	Lead	Time-frame
<b>2.2 Ontario Telemedicine Network (OTN)</b> <ul style="list-style-type: none"> <li>NSM LHIN base funding (2017) for one OTN Coordinator to assist all LTC homes across the LHIN and Simcoe County to increase the utilization of the OTN.</li> <li>The Performance, Quality and Development department have created an OTN Compendium to support primary care providers and LTC staff with a quick and easy user manual access to information on how to use and expand the use of OTN to decrease transportation needs and increase timeliness and accessibility to appropriate care.</li> <li>OTN equipment installed in all County LTC homes and seniors campus locations at Georgian, Simcoe and Sunset Villages. Resident and family brochures developed and disseminated within regular processes.</li> </ul>	County of Simcoe, Health and Emergency Services	 
<b>2.3 Ontario Telemedicine Network Education Pilot Project (OTN)</b> Continue with the 2017, 8-week program that held weekly OTN educational sessions for any clients to attend. Focus was on How Lungs Work, Know the Symptoms of Heart Failure and COPD, Nutrition, Physical Activity and Stress, Know your Heart and COPD Medications, Smoking Cessation. Attendance of 15-25 clients per session.	Health and Emergency Services	
<b>2.4 Ontario Tele-Homecare Pilot Program - Simcoe Village Supportive Housing</b> Tele-homecare introduced with 6 clients living at Simcoe Village in 2015 that offered daily health monitoring via Ontario Tele-networking and educational wellness programs. Future use available based on client needs.	Health and Emergency Services	
<b>2.5 Aging Demographic Profiles for Local Municipalities</b> Increase awareness of the characteristics of our aging demographic through a partnership with Georgian College Research Analysts to create individual municipal profiles utilizing the most recent Statistics Canada information.	AFC Co-ordinator	
<b>2.6 Simcoe.ca/Age-friendly Website</b> The County maintains an Age-friendly Community website that promotes awareness of: <ul style="list-style-type: none"> <li>211 / CommunityConnections.ca;</li> <li>VolunteerConnections.ca;</li> <li>AFC information and planning, newsletters, meeting minutes, reports, best practices, and useful tips;</li> <li>AFC Funding Opportunities;</li> <li>Links to service providers, businesses, and government sites; and</li> <li>Other useful resources for older adults to access.</li> </ul>	AFC Co-ordinator	
<b>2.7 Simcoe Muskoka Integrated Fall Strategy</b> Public Health provides Falls Prevention Programs, Services & Resources as well as Falls Prevention training to health and allied health professional working with older adults.	Simcoe Muskoka District Health Unit	





In Progress



Short-term



Medium-term

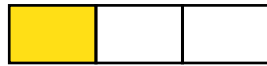


Long-term

Priority 3.0	Lead	Time-frame
<b>3.1 Seniors Safety Prevention and Education Program</b> <ul style="list-style-type: none"> <li>Work in partnership with local police services to promote senior safety and prevention issues</li> <li>Work continues with community leaders to select initial implementation activities across the region.</li> </ul>	Emergency Management	
<b>3.2 File for Life program</b> Initiated by Paramedic Services provides valuable information about existing medical problems and in-home support services that Residents can keep on their fridges for emergency access.	Paramedic Services	
<b>3.3 Convalescent Care</b> Continue to operate five (5) "Assess and restore" beds at Georgian Manor for persons recovering from illness or injury and require short term rehabilitation to return to the community. (Ontario's Action Plan for Seniors)	LTCSS	
<b>3.4 Universal Influenza Immunization Programs for Older Adults</b> In 2001, 76.6% Ontarians were getting their influenza immunizations, then despite government marketing campaigns, immunization rates slipped to only half (50.1%) by 2010. LTCSS & Paramedic Services examine all options to increase influenza immunization rates of seniors, vulnerable residents, and employees whose job involves providing healthcare to older adults. <ul style="list-style-type: none"> <li>Immunization for vulnerable populations is being added to Community Paramedicine Home Visit Program for patients enrolled in this program.</li> </ul>	LTCSS, Paramedic Services	
<b>3.5 Emergency Preparedness and Seniors</b> It is crucial to understand the factors that can place older people at risk and to consider their potential needs and contribution in all stages of emergency management. The Emergency Social Services Plan, Vulnerable Populations Emergency Response Plan and our Psycho-Social Recovery Plan focus on the needs of seniors.	Emergency Management Services	
<b>3.6 Blood Pressure Clinics</b> Targeted wellness Blood Pressure Clinics performed by Nurses and Paramedics during National Nurses Week.	LTCSS, Paramedic Services	
<b>3.7 Homemakers and Nurses Program</b> <ul style="list-style-type: none"> <li>Provides light housekeeping, laundry, shopping and meal prep to a number of individuals annually.</li> </ul>	Social Services	
<b>3.8 Dementia and AFC</b> AFC and Dementia share some fundamental objectives to help older adults remain independent and in the community as long as possible by creating a supportive enabling environment. (Better Together: A comparative Analysis of Age-friendly and Dementia-friendly Communities, AARP) <ul style="list-style-type: none"> <li>Work in collaboration with Alzheimer's Society of Simcoe County to integrate dementia-friendly strategies and statistics into Simcoe County Positive Aging Strategy.</li> </ul>	AFC Co-ordinator Alzheimer's Society	



In Progress



Short-term



Medium-term



Long-term

Priority 4.0	Lead	Time-frame
<b>4.1 Non-Urgent Inter-facility Transportation Initiative</b> A system-wide transportation collaboration established between Health and Emergency Services, local hospitals, and LTC homes to study best practices in non-urgent transportation services and recommend options for consideration within this region. Current activity is focused on the implementation of a pilot to provide non-urgent intra-facility transportation through a new branch within paramedic services.	Health & Emergency Services  Paramedic Services	
<b>4.2 Community Transportation Link - Community Transportation Collaborative</b> In 2015, the County was one of 22 provincial pilots funded for a community transportation pilot program. The program started with four (4) community transportation providers sharing referrals through an electronic portal to increase transportation capacity from a system-wide approach. Funding has been extended in 2017 and the program continues to expand and work toward long term sustainability.	Social Services  Health & Emergency Services	

## Delaying frailty

**Frailty can be delayed by adequate nutrition, physical exercise, mental stimulation and social engagement.**

### Spotting frailty

Here are some signs to look out for in the person that you are looking after:

1. Feels tired most of the time
2. Has difficulty walking up one flight of steps
3. Has difficulty walking more than one block
4. Has lost more than 5% of weight in the last six months
5. Has more than five illnesses

If you notice one or more of these signs, arrange for them to see a doctor to check for reversible and treatable factors which could lead to frailty and/or sarcopenia.

*Mr Vaithinathan in consultation with A/Prof*





In Progress



Short-term



Medium-term



Long-term

## OUTDOOR SPACES AND BUILDINGS

**GOAL #5 - Provide pleasant, clean, secure and physically accessible outdoor spaces and public buildings by increasing accessibility and removing barriers that limit opportunities for people with disabilities or age-related impairments to participate in healthy, active living activities and to access services in their communities.**

### Priority 1.0

Improve overall accessibility of public and private buildings

### Priority 2.0

Improve pedestrian safety

### Priority 3.0

Increase hours and access to public wash-rooms in the community, along walking routes including parks and downtown core areas.

Promote accessibility and extended hours in washrooms in local businesses.

### Priority 4.0

Improve sidewalk safety and access by ensuring they are barrier free and have regular maintenance including winter snow removal.

### Priority 5.0

Install more bench seating in the community and park areas to allow for greater social participation and rest periods.

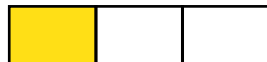
Priority 1.0	Lead	Time-frame
<b>1.1 Age-friendly Tool Kit for Businesses</b> Develop accessibility materials for local businesses highlighting the importance of ensuring the physical environment is easy to navigate and includes a variety of wayfinding landmarks such as: <ul style="list-style-type: none"> <li>• front door access;</li> <li>• width of isles;</li> <li>• accessible washrooms;</li> <li>• ramps and automated doors are installed in all public buildings;</li> <li>• design of entrance to commercial/public buildings with no step entry to main entrance;</li> <li>• paint stairs/walk ups a bright color to ensure visibility; and</li> <li>• display accessibility level on the outside of buildings</li> </ul>	AFC Co-ordinator  Economic Development	
<b>1.2 AFC Recognition Program</b> Develop an annual recognition program that acknowledges: <ul style="list-style-type: none"> <li>• local businesses that have become "AFC Qualified" through application of the AFC Business Tool Kit</li> <li>• local municipal AFC innovations and key milestones</li> </ul>	AFC Co-ordinator	
<b>1.3 Joint Accessibility Advisory Committee (AAC)</b> The Committee's overarching mandate is to provide advice and recommendations to Council with regard to the removal of barriers for persons with disabilities (as it relates to County facilities, programs and services).	Joint Accessibility Advisory Committee	

**"Design for the young and you exclude the old. Design for the old and you include everyone."**

Bernard Isaacs, University of Birmingham



In Progress



Short-term



Medium-term



Long-term

Priority 1.0	Lead	Time-frame
<b>1.4 Planning – Official Plan Development (OP)</b> The County to bring Official Plans into conformity with Provincial policies to encourage the planning for complete communities including the provision of housing and services for meeting the needs of older persons. <ul style="list-style-type: none"> <li>Include in the County's Official Plan AFC principals and concepts to help guide local municipal OP documents. Within the local municipal OP areas for AFC planning will take a particular focus on land use designation, design of streets (Complete streets), active transportation, green space, food access, zoning bylaws, etc.</li> </ul>	Planning Department	
<b>1.5 Planning – Buildings</b> Within the OP, promote adopting building and site design features that support physical accessibility to social, cultural and recreational spaces, such as community centers, libraries, museums, theatres and public facilities.	Planning Department	
<b>1.6 AFC Buildings</b> <ul style="list-style-type: none"> <li>Continue to promote and grow the Defibrillator Program and public buildings across the region.</li> <li>Promote indoor walking clubs for periods of walking clubs for periods of poor weather.</li> <li>Advocate to have private businesses display notice of accessibility level on the outside of their buildings.</li> </ul>	Paramedic Services AFC Co-ordinator	
<b>1.7 Optimize Satellite Offices Locations in Local Communities</b> <ul style="list-style-type: none"> <li>Examine options for co-location opportunities with community partners to support AFC programs</li> <li>Examine options for barrier-free, accessible office space</li> </ul>	Ontario Works	
<b>1.8 Regional Plans</b> All Planning, Tourism and Economic Development Plans are striving to achieve age-friendly walkable and complete communities for all segments of our population.	Planning, EDO & Tourism	
<b>1.9 Planning – Land Budget</b> Looking at the amount of land needed and available for accommodating residents and future growth and consideration of a mix of housing types.	Planning	
<b>1.10 Simcoe County Trail Strategy - Grant Program</b> Municipalities can apply for annual grant to enhance trail system to connect across the County.	Planning	
Priority 2.0	Lead	Time-frame
<b>2.1</b> The County Planning Department will continue to work with local municipal staff to provide support and encourage Process Development applications to be more pedestrian friendly.	Planning Department	





In Progress



Short-term



Medium-term



Long-term

Priority 3.0	Lead	Time-frame
<b>3.1 AFC Advisory Committee – Older Adult Feedback</b> Include older adult feedback in the development, review and update of AFC plans through ongoing input of the AFC Advisory Committee and the Municipal AFC Champion Network.	AFC Co-ordinator	
Priority 4.0	Lead	Time-frame
<b>4.1 Planning – Official Plan Development (OP)</b> The County will include recommendations for local planning to improve sidewalk safety and access by ensuring they are barrier free and have regular maintenance including winter snow removal.	Planning Department	
Priority 5.0	Lead	Time-frame
<b>5.1 Bench Seating Program</b> Recommendation to increase bench seating (with arm rests) along walking routes in core community areas, including park areas, downtown, and within existing public trails systems. The implementation of an “Adopt-A-Bench” program will provide an opportunity for community members to both honor their loved ones, establish trust funds dedicated to the installation of benches in public areas to promote older adults participating in active lifestyles. These benches will provide places for the aging population to sit for a rest, reflect, remember, and share memories. The County program will facilitate this program County-wide and where already exists, link with prevailing programs to direct donors to their respective sites. Examples of this type of program can be accessed at the following sites: <a href="http://www.centralparknyc.org/about/about-cpc/womens-committee/adopt-a-bench.html">http://www.centralparknyc.org/about/about-cpc/womens-committee/adopt-a-bench.html</a> <a href="https://www.portlandoregon.gov/parks/44413">https://www.portlandoregon.gov/parks/44413</a> <a href="http://www.grpf.ca/how-can-you-help/adopt-a-bench-program">http://www.grpf.ca/how-can-you-help/adopt-a-bench-program</a>	Age-friendly Initiative	

“

We need more pedestrian crossings. Streets need repairs.  
 I can walk unassisted but my husband uses a cane or walker.  
 As an aging person with somewhat impaired hearing and no sidewalks,  
 I would not feel safe trying to walk on such a busy street. Therefore  
 eliminating a beneficial form of exercise for older people.

”





In Progress



Short-term



Medium-term



Long-term

## CIVIC PARTICIPATION, VOLUNTEERISM, EMPLOYMENT

**GOAL #6 - Increase awareness of the impact of an aging demographic, forms of ageism, and provide opportunities for employment, volunteerism and intergenerational programming that cater to older adults' interests and abilities.**

### Priority 1.0

Improve access to information for employment and volunteer opportunities

### Priority 2.0

Create awareness with local businesses about the value of hiring older workers

### Priority 3.0

Provide more opportunities for intergenerational interaction

Priority 1.0	Lead	Time-frame
<b>1.1 Joint Accessibility Advisory Committee (AAC)</b> The Committee's mandate is to provide advice and recommendations to Council regarding the removal of barriers for persons with disabilities (as it relates to County facilities, programs and services).	Joint Accessibility Advisory Committee	
<b>1.2 AFC Communication Campaign</b> <ul style="list-style-type: none"> <li>Increase awareness of age-friendly activities within Simcoe County.</li> <li>Encourage and recognize age-friendly planning by engaging local municipalities, businesses and service providers.</li> </ul>	AFC Advisory Committee	
<b>1.3 Volunteer Enhancement Project</b> 2017 Intra-departmental volunteer enhancement project that is a collaborative initiative between several County departments to support and enhance volunteer opportunities for older adults.	LTCSS/ Museum	
<b>1.4 Late Career Nurse Initiative</b> The County LTC homes have successfully applied to the Late Career Nurse Initiative offered by Health Force Ontario of the Ministry of Health and Long-Term Care. This initiative provides opportunities for late career registered nurses, registered practical nurses, and nurse practitioners who are 55 years of age or older, to spend a portion of their work time in less physically demanding nursing roles. This allows the Home to use their knowledge, skills, and expertise to advance projects that improve patient care and the quality of work environments.	LTCSS	
<b>1.5 Age-friendly Career Development/Recruitment Processes</b> <ul style="list-style-type: none"> <li>Human resources will be conducting a review of the job posting and application process to ensure that it is accessible and age-friendly.</li> <li>A review of the job development process and position descriptions will be led by human resources to incorporate age-friendly principals and support employment of older adults in the workplace</li> <li>The County has established and continues to expand the application of "Health Care Accounts" for older workers 65+ years to help supplement benefit coverage and support continued employment.</li> </ul>	Human Resources	



In Progress



Short-term



Medium-term



Long-term

Priority 2.0	Lead	Time-frame
<b>2.1 Age-friendly Tool Kit for Businesses (employment)</b> <ul style="list-style-type: none"> <li>To extend the reach of AFC activities.</li> <li>To engage the business sector in recognizing age-friendliness.</li> <li>To create awareness with local businesses about the value of providing meaningful employment or volunteer opportunities tailored to the interest and ability of the older adults including those living with dementia. (see Outdoor Spaces and Buildings)</li> </ul>	AFC Coordinator  Economic Development	
Priority 3.0	Lead	Time-frame
<b>3.1 Youth Volunteer Co-ordinator for the County's Long Term Care Homes</b> In 2017, the County of Simcoe submitted a grant application to hire a Youth Volunteer Coordinator to increase youth volunteer base (Subject to Grant Approval). The three (3) main objectives are: <ul style="list-style-type: none"> <li>Increase youth volunteer base and retention of these volunteers</li> <li>Promote volunteerism among youth to transform them into lifelong volunteers;</li> <li>Foster a sense of community responsibility; and,</li> <li>Support personal growth and career preparation for youth.</li> </ul>	LTCSS	
<b>3.2 Cyber Seniors</b> <ul style="list-style-type: none"> <li>Connecting Generations through the use of technology.</li> <li>Intergenerational Program where students help older adults bridge the digital generation gap.</li> </ul>	Simcoe Muskoka District Health Unit	
<b>3.3 Simcoe.ca/Age-friendly Website</b> <ul style="list-style-type: none"> <li>Promotes 211 / CommunityConnections.ca</li> <li>VolunteerConnections.ca</li> <li>AFC information, newsletters, meeting minutes, reports, useful tips, etc.</li> <li>Funding Opportunities</li> <li>Links to service providers, businesses, government sites, etc.</li> <li>Other useful resources for older adults to access.</li> </ul>	AFC Co-ordinator	
<b>3.4 Intergenerational Programing</b> Intergenerational programming is included as part of the ongoing activities scheduled for the LTC homes residents. Partnerships are in place with local primary, secondary, and post-secondary institutions. Activities include promotion of the "Intergenerational Day" on June 1st of each year.	LTCSS	

## Rural Ontario Institute

The share of the population in the core-age workforce (25-54 years) is declining and the share of the population 55 years of age and over is increasing. This shift in the age structure of the potential labour force will be accompanied by a change in the overall employment rate because the employment rate is different for individuals in different age groups. In non-metro Ontario, the share 65+ years increased from 18% in 1996 to 24% in 2015.



In Progress



Short-term



Medium-term



Long-term

## SOCIAL PARTICIPATION

**GOAL #7 - Remove barriers that prevent older adults from participating in their community such as: inaccessible buildings; personal safety at night; transportation needs; affordability; and sometimes restricted admission. Social participation and support are strongly connected to good health and well-being throughout life.**

### Priority 1.0

Ensure spaces where programs and services are held are accessible

### Priority 2.0

Provide information about activities/events, including details about accessibility of facilities and transportation options. Use multiple formats to advertise social events such newspaper, radio, television, Internet, email, and community bulletin boards

### Priority 3.0

Find ways to encourage a variety of people to come out to social events and activities—including those on fixed incomes, less mobile and who live alone. Include accessibility information, transportation options and programs such as neighbour home visits to support isolated older adults

Priority 1.0	Lead	Time-frame
<b>1.1 Joint Advisory Accessibility Committee AFC Project</b> To create a one-page accessibility guideline sheet to provide to County departments and share with municipal partners to use when planning events to ensure accessibility features are offered.	Joint Accessibility Advisory Committee	
<b>1.2 The Simcoe County Accessibility Group</b> This group is comprised of staff from the County of Simcoe, 16 member municipalities, and the cities of Barrie and Orillia who are responsible for accessibility activities and legislative compliance at their respective organizations. Meetings are generally held on a quarterly basis, or as necessary, at the County of Simcoe Administration Centre and are organized and hosted by the County of Simcoe. The group was established by the County's Accessibility and Development Consultant to provide an opportunity for staff to network, share resources, and brainstorm on topics related to accessibility.	County of Simcoe and Local Municipalities	
<b>1.3 Accessibility for Ontarians with Disabilities Act, 2005 (AODA)</b> Ontario has set standards for accessibility under the Accessibility for Ontarians with Disabilities Act, 2005. The Integrated Accessibility Standards Regulation (Ontario Regulation 191/11), under the act, includes accessibility standards for Customer Service, Information and Communications, Employment, Transportation and the Design of Public Spaces. These important standards are designed to create a barrier-free and accessible Ontario by 2025. The County is committed to following the Accessibility for Ontarians with Disabilities Act 2005 and its Regulations.	Joint Accessibility Advisory Committee	
<b>1.4 Tourism &amp; Culture Grants</b> Tourism and Culture grant recipients must comply with County standards for age-friendliness and AODA Standards.	Tourism, Statutory & Culture	



The cost of programming presents a significant barrier to participating in social, recreational and organized activities. Participants were concerned about membership fees, transportation costs, and the commitment of paying for a program ahead of time.







In Progress



Short-term



Medium-term



Long-term

Priority 2.0	Lead	Time-frame
<b>2.1 Senior Advisory Councils in Local Libraries</b> The Simcoe County Library Cooperative will take a lead role in establishing a new forum called “Senior Advisory Councils” in the 14 municipal libraries across Simcoe County. These Committees will include volunteers and older adults who can give feedback and ideas for library programs that older adults would benefit from.	Library Co-operative	
<b>2.2 Simcoe County Age-friendly Community (AFC) Logo Project</b> <ul style="list-style-type: none"> <li>The County of Simcoe Tourism Department will use the AFC logo to advertise events that are suitable and accessible to older adults in their 2018 Annual Simcoe County Events Guide.</li> <li>The AFC logo will also be used on posters and any other print relating to older adult participation.</li> <li>The County Museum will use the new logo to brand all of their events that are appropriate for older adults.</li> </ul>	Tourism Simcoe County/ Simcoe County Museum	
<b>2.3 Use of Multiple Formats in Advertising</b> The County of Simcoe Communications department recognizes the requirements of the AODA and use multiple formats and media sources to advertise County events.	Corporate Communication	
<b>2.4 Easy to Read Resources</b> The Library Co-operative currently provides to member libraries large print books, audio books and electronic media that appeal to older adults.	Library Co-operative	
Priority 3.0	Lead	Time-frame
<b>3.1 Age-friendly/Dementia-friendly Outings Including Transportation</b> Provide organized activities that are inclusive for all community members including people living with dementia. Collaborate with County of Simcoe Long Term Care Homes and Seniors Services to coordinate transportation options for older adults.	Library Co-operative Museum	
<b>3.2 Dissemination of Event Information</b> The County of Simcoe Museum is expanding its event planning to older adults by disseminating information to a broader reach of seniors’ facilities and across all communities to promote social participation by older adults.	Museum	
<b>3.3 Bus Tours &amp; Packages for Seniors</b> Tourism will be creating Age-friendly bus tours/packages that are age-friendly and accessible.	Tourism	
<b>3.4 Age-friendly Events</b> Tourism will ensure age-friendly and accessible events are posted on their website.	Tourism	

**“Waking up this morning, I smile. 24 brand new hours are before me. I vow to live fully in each moment.”**

Thich Nhat Hanh



In Progress



Short-term



Medium-term



Long-term

## RESPECT & SOCIAL INCLUSION

**GOAL #8 - Simcoe County Older adults will be treated with respect, recognition and inclusion.**

### Priority 1.0

Encourage and celebrate the inclusion of older adults in the community

### Priority 2.0

Actively recruit to increase the involvement of older adults in community consultation and decision-making processes

### Priority 3.0

Work with community organizations, volunteers, LHIN's and Family Health Teams to extend personal invitations, buddy systems and regular check-ins for people who are socially isolated. Promote the availability of subsidized recreation fees and programs that are low-cost or free to community members.

### Priority 4.0

Increase intergenerational programming

Priority 1.0	Lead	Time-frame
<b>1.1 Simcoe County Museum Activities for Older Adults</b> The County Museum offers a range of activities that include: a Diversity Tool kit (including ageism); Recollections Kit; Artifact trivia; and different historical talks.	Simcoe County Museum	
<b>1.2 Simcoe County Library Co-operative</b> Provide special displays of materials and information that are helpful for older adults.	Library Co-operative	
<b>1.3 Ontario Library Association's Cultural Diversity &amp; Inclusion Committee</b> The Chief Librarian of the Library Cooperative is a member of Ontario Library Association's Cultural Diversity & Inclusion Committee. This work includes advocacy and programming to combat ageism.	Statutory and Cultural Services	
<b>1.4 Senior Fairs &amp; Forums</b> In collaboration with local service providers, the County supports senior fairs/forums in local communities through staff participation and focus on various services such as the Paramedic File of Life, Community Paramedicine, emergency preparedness, safety and abuse prevention, dementia, and health and home support services available to local residents.	LTCSS/ Social Services/ Paramedic Services/ Emergency Management	
<b>1.5 Ageism – Campaign Against Discrimination</b> Currently seeking funding to create a public awareness campaign to fight ageism and to improve communications of services and programs for older adults (IT STARTS).	Library Co-operative	



In Progress



Short-term



Medium-term



Long-term

Priority 1.0	Lead	Time-frame
<b>1.6 Age Sensitivity Training</b> Provide education to all departments within the County regarding the ageing population, associated needs, and consideration of older adult needs in the annual department planning processes.	AFC Co-ordinator	
<b>1.7 Seniors Events</b> Approximately \$3,000 in provincial funding has been provided to Georgian Village's Adult Day Program in Penetanguishene to support five (5) events during the summer of 2017. The funding helped to organize events to engage older adults, not only within the day program but also from the community at large. The County will continue to apply for funding for enhanced programming and to keep older adults active and engaged in its communities.	LTCSS	
Priority 2.0	Lead	Time-frame
<b>2.1 Older adults Participate in Simcoe County AFC Advisory Committee</b> The Committee oversees the successful roll out and ongoing implementation and evaluation of the planning framework, with the purpose to continue to promote and raise the concept of more accessible, inclusive and age-friendly communities as it relates to the aging population across Simcoe County.	AFC Co-ordinator	
<b>2.2 Seniors Contribution Award</b> Develop a Seniors Contributions Awards Program to recognize older adults that have made impacts in their communities.	AFC Co-ordinator	
<b>2.3 Input from Older Adults</b> The County of Simcoe will continue to recruit older adults to engage in decision-making by inviting them to participate on various committees such as: Resident Councils, Family Councils, and Resident Associations.	LTCSS	
Priority 3.0	Lead	Time-frame
<b>3.1 Eliminate Social Participation Barriers in Communities</b> Newcomers can find it particularly difficult to integrate and older adults can sometimes face social isolation due to them losing their friends/spouses and are in need of supports or companionship. Through Local Immigration Program (LIP), explore opportunities to match newcomer to older adult for companionship and support.	LIP	
<b>3.2 Seniors Partnering with Immigrants in Conversation Exchange (SPICE)</b> The Simcoe County Library Cooperative is awaiting approval from the 2017 New Horizon Grant application to support the project Seniors Partnering with Immigrants in Conversation Exchange.	Library Co-operative LIP	
<b>3.3 Library Outreach Program</b> Mobile library service for older adults in their communities. This service is currently offered in most libraries.	Libraries	
<b>3.4 Library Information Hub Model</b> Collaboration between the Library Cooperative and local municipal Libraries to create local information hubs and Community Service Hubs. To deliver community services and programs more efficiently and effectively by locating multiple programs within the same "hub" location.	Libraries	



In Progress



Short-term



Medium-term



Long-term

Priority 3.0	Lead	Time-frame
<b>3.5 Host Complementary Seniors Education Sessions</b> Through the Library Co-operative, coordinate with the local libraries, LTC homes, and Paramedic Services to host free education sessions on health matters such as diabetes, stroke, and medication management and coordinate wellness clinics in the libraries to check blood pressure and blood glucose etc. of attendees.	LTCSS/ Paramedic Services/ Libraries	
<b>3.6 OTN and SKYPE Communications:</b> Establish OTN/SKYPE communication sessions at the County's various seniors' locations to renew family/social ties and support regular contact with others. Residents have shown definite therapeutic benefits, especially sensory/memory stimulation, and less agitation and negative behaviours with socialization.	LTCSS	
<b>3.7 Neighbours Helping Neighbours Program</b> Foster disaster-resilient communities while simultaneously enhancing the overall engagement of a community by bridging isolation that often exists where people have few opportunities to get to know one another.	Emergency Management	
<b>3.8 Adult Day Program Expansion</b> Adult Day Programs (ADP) are offered by the County in Penetanguishene and Elmvale and exist through partnership with the V.O.N. in the Collingwood and Beeton seniors campus locations. They provide a mechanism to help keep older adults in their communities. The County continues to work with the LHIN to seek additional funding to expand this service into evening and week-end respite services.	LTCSS	
Priority 4.0	Lead	Time-frame
<b>4.1 Cyber Senior Intergenerational Program</b> <ul style="list-style-type: none"> <li>This Public Health initiative is offered in LTC and retirement homes across Simcoe County through the support of the County's Information Technology department.</li> <li>The County Library Cooperative through their partnership with municipal Libraries are working to expand this Intergenerational Program by promoting skype, Facebook, and other social media connections.</li> </ul>	Simcoe Integrated Fall Strategy	
<b>4.2 Seniors – Intergenerational Programming</b> All County of Simcoe Long Term Care Homes have formed partnerships with high schools to promote intergenerational programs and offer volunteer opportunities to students as part of their regular programming.	LTCSS	



High school kids getting their volunteer hours by reading and helping out the aging population on how to get connected with social media! Just the interaction with old and young would be so wonderful! Older people are the most undervalued!



# PROGRESS REPORTING

Finally, under the guidance of the Simcoe County Age-friendly Advisory Committee, staff will monitor progress achieved and submit an annual report card to the Simcoe County Council Officials over the next five (5) years. As part of their role, AF Advisory Committee will review, identify and recommend to County Council any subsequent projects that may ensue from this initial process.

## **The development of Simcoe County Age-friendly Report Card is intended to:**

- Communicate progress towards the actions identified in the Planning Framework;
- Allow an opportunity to evaluate and revise the supporting strategies and actions;
- Inform Council Officials on progress to date and help inform future activity.

# CONCLUSION

The establishment of the Simcoe County Positive Aging Strategy: Older Adults Strengthening our Communities has provided the first step towards laying an age-friendly foundation for the County of Simcoe. This foundation will serve as a critical platform to build upon in the future. It identifies priorities, establishes goals, and provides a pathway to achieve these outcomes that will ultimately strengthen our support for the increasing population of older adults in our communities.

What we have since learned from this work is that successful planning for a growing aging population is something that can only be accomplished through a collaborative approach to be included and integrated into ongoing operational and business processes.

This Positive Aging Strategy has been prepared and vetted by the Simcoe County Age-friendly Advisory Committee and endorsed by the County of Simcoe Council officials. It will be distributed across Simcoe County to all municipalities, older adults, organizations, businesses and service providers who work with our elder residents to assist others in this principled work.

The County of Simcoe respects older adults as valued members of our communities. With our Age-friendly Vision and Positive Aging Strategy, we look forward to continuing to strengthen our programs and services to build strong and healthy communities.

Yesterday's child is today's adult and tomorrow's grandmother or grandfather. The quality of life they will enjoy as grandparents depends on the risks and opportunities they experienced throughout the life course, as well as the manner in which succeeding generations provide mutual aid and support for each other.





# REFERENCES

- i. World Health Organization (2007). Global age-friendly cities: A guide, <http://www.who.int/ageing/publications/GlobalAgeFriendlyCitiesGuideEnglish.pdf>
- ii. Neal, Margaret and DeLaTorre, Alan Kenneth, "The Case for Age-friendly Communities" (2016). Institute on Aging Publications, from [http://pdxscholar.library.pdx.edu/aging\\_pub/20](http://pdxscholar.library.pdx.edu/aging_pub/20)
- iii. N. L. Chappell and M. Hollander, "An Evidence-Based Policy Prescription for an Aging Population," *Healthcare Papers* 11, 1 (2011): pp. 8-18, accessed from <<http://www.longwoods.com/product/22246>>.
- iv. Canadian Institute for Health Information, *Health Care in Canada 2003* (Ottawa, Ont.: CIHI, 2003).
- v. World Health Organization, *Active Ageing: A Policy Framework 2002*, [http://apps.who.int/iris/bitstream/10665/67215/1/WHO\\_NMH\\_NPH\\_02.8.pdf](http://apps.who.int/iris/bitstream/10665/67215/1/WHO_NMH_NPH_02.8.pdf)
- vi. National Institute on Aging, National Institutes of Health, *Why Population Aging Matters: A Global Perspective*, <https://www.nia.nih.gov/sites/default/files/2017-06/WPAM.pdf>
- vii. Federation of Canadian Municipalities 2015, *Seniors Housing: The Challenge Ahead, Quality of Life Reporting Systems, Part II of Canada's Aging Population: The Municipal Role in Canada's Demographic Shift*, from [https://www.fcm.ca/Documents/reports/FCM/Seniors\\_and\\_Housing\\_Report\\_EN.pdf](https://www.fcm.ca/Documents/reports/FCM/Seniors_and_Housing_Report_EN.pdf)
- viii. Statistics Canada, 2011 Census
- ix. *Mortality Projection for Social Security Programs in Canada, 2014*, from <http://www.osfi-bsif.gc.ca/Eng/Docs/mpsspc.pdf>
- x. Statistics Canada – Census Data 2016
- xi. Hopkins, R.W. (2010). *Dementia Projections for the Counties, Regional Municipalities, and Census Divisions of Ontario (Number 16)*. Kingston, Ontario: PCCC Mental Health Services, from [http://www.sagelink.ca/sites/default/files/clinical-resources/dementia\\_projections\\_ontario.pdf](http://www.sagelink.ca/sites/default/files/clinical-resources/dementia_projections_ontario.pdf)
- xii. Hopkins, R.W. (2010). *Dementia Projections for the Counties, Regional Municipalities, and Census Divisions of Ontario (Number 16)*. Kingston, Ontario: PCCC Mental Health Services, from [http://www.sagelink.ca/sites/default/files/clinical-resources/dementia\\_projections\\_ontario.pdf](http://www.sagelink.ca/sites/default/files/clinical-resources/dementia_projections_ontario.pdf)
- xiii. Alzheimer Society Ontario, *Dementia Evidence Brief: North Simcoe Muskoka Local Health Integrated Network 2012*, from <http://www.alzheimer.ca/~media/Files/on/PPPI%20Documents/ASO-Dementia-Evidence-Brief/ASO%20Dementia%20Evidence%20Brief%20-%20NSM.pdf>
- xiv. *Disability in Canada: Initial Findings from the Canadian Survey on Disability 2012*, Statistics Canada
- xv. *Disability in Canada: Initial Findings from the Canadian Survey on Disability 2012*, Statistics Canada
- xvi. *Simcoe Muskoka's Vital Signs Report (2016)*, from <http://www.unitedwaygsc.ca/what-we-do/research-and-reports/vitalsigns-research-report/>
- xvii. *Age-friendly Rural and Remote Communities: A Guide*, from [http://www.phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/healthy-sante/age\\_friendly\\_rural/AFRRC.en.pdf](http://www.phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/healthy-sante/age_friendly_rural/AFRRC.en.pdf)
- xviii. *Seniors and Housing: The Challenge Ahead, 2015*, from [https://uwaterloo.ca/canadian-index-wellbeing/sites/ca.canadian-index-wellbeing/files/uploads/files/seniors\\_and\\_housing-the\\_challenge\\_ahead.pdf](https://uwaterloo.ca/canadian-index-wellbeing/sites/ca.canadian-index-wellbeing/files/uploads/files/seniors_and_housing-the_challenge_ahead.pdf)
- xix. *Rural Ontario Foresight Papers 2017 – Rural Volunteerism*, from [http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Rural%20Ontario%20Foresight%20Papers%202017\\_Volunteerism%20and%20Northern%20Perspective.pdf](http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Rural%20Ontario%20Foresight%20Papers%202017_Volunteerism%20and%20Northern%20Perspective.pdf)
- xx. World Health Organization 2007, *Global Age-friendly Cities: A Guide, Ageing and life course, family and community health*, from <http://www.who.int/ageing/publications/GlobalAgeFriendlyCitiesGuideEnglish.pdf>
- xxi. *An Evidence-Informed National Seniors Strategy for Canada, 2016 Alliance for a National Seniors Strategy, Second Edition*, from <http://www.nationalseniorsstrategy.ca/wp-content/uploads/2016/10/National-Seniors-Strategy-Second-Edition.pdf>
- xxii. Ontario Seniors' Secretariat, *Independence, Activity and Good Health Ontario's Action Plan for Seniors (2013)* from: [Ontario.ca/seniors](http://Ontario.ca/seniors)
- xxiii. Dr. Samir K. Sinha, Provincial Lead, *Ontario's Seniors Strategy, Living Longer, Living Well, Highlights and Key Recommendations, January 2013*, from <http://healthcareathome.ca/centraleast/en/news/Documents/Seniors.Strategy.pdf>
- xxiv. World Health Organization, *Active Ageing: A Policy Framework 2002*, from [http://apps.who.int/iris/bitstream/10665/67215/1/WHO\\_NMH\\_NPH\\_02.8.pdf](http://apps.who.int/iris/bitstream/10665/67215/1/WHO_NMH_NPH_02.8.pdf)
- xxv. WHO Knowledge Translation on Ageing and Health, from [http://www.who.int/ageing/publications/knowledge\\_translation/en/](http://www.who.int/ageing/publications/knowledge_translation/en/)
- xxvi. World Health Organization 2015, *Measuring the Age-Friendliness of Cities. A guide to using core indicators*, from <http://www.who.int/ageing/publications/measuring-cities-age-friendliness/en/>

# APPENDIX A:

## FUTURE CONSIDERATIONS:

### Communication/Information - Future Considerations

#### Best Practice Resources:

- Age-friendly Communication: Facts, Tips and Ideas by Public Health Agency of Canada
- Communication Toolkit – The AdvantAge Initiative: Improving Communities for an Aging Society [www.agingindiana.org](http://www.agingindiana.org)

#### Technology Support for Older Adults

- Utilizing a staff person as an alternative to computerized options may better address older adult technology inquiries.

#### Roadmap for Informed Decision Making

- A Starting Point to help seniors get information on health-related topics, affordability, access to services, and more on the Journey of Life provided by Ontario Society of Senior Citizens' Organizations. [www.ocsc.co.ca](http://www.ocsc.co.ca) Added to County of Simcoe AFC Website

#### Age Sensitivity Training

- For public and private sector providers who work directly with seniors or who have contact with them

#### Senior Health Transition Guide

- A guide to support seniors during health transitions such as the move from hospital to home (print).

#### Newsletter

- Develop a regular newsletter that could act to promote AFC planning and awareness.

#### AFC Communication/Information Sharing Guidelines

- Work with pharmacies and other health providers to act as key locations to distribute information on services for older adults. E.G. Utilizing family physician offices for marketing information is a good method.
- Utilizing Seniors Social Clubs is useful for circulating information rurally
- Work with partner agencies such as the Alzheimer's Society and 211 to enhance communications
- Use multiple formats to disseminate information, services and events to older adults such as local newspapers, radio, Internet, bulletin boards, social media, and email.

#### Seniors Education Programs

- Facilitate symposiums, presentations, seminars, on health information programs, computer training, workshops such as resume writing, e-books, audio visual, formats suitable for older adults.

#### Financial Management Program

- Financial independence promoted through workshops on retirement planning and money management.

#### Ageism

- Seek funding to create public awareness campaign to fight ageism and to improve communications of services and programs.

#### Community Hubs

- Repurposing schools to enable community hub development (Community Hubs in Ontario Strategic Framework and Action Plan and funding opportunities). Community hubs are about bringing together multiple services to meet local needs. For example, Elderly Persons Centre serve as local community hubs. Communities helping Communities.

#### AFC Information Dissemination

- Establish partnerships with LTC homes, churches, colleges, and social clubs for sharing of AFC information.

#### Creative Aging Facebook Virtual Community

- Join Creative Aging Facebook Virtual Community to post updates and share information on the Creative Age Network. This encourages older adults to participate in arts and cultural events including isolated seniors. This programs can be offered through public libraries and the community.

### Transportation – Future Considerations

#### Affordable taxi service

- Encourage municipalities to seek affordable taxi rates for older adults. Some municipalities within Simcoe County are offering subsidized taxi service fares for seniors.

### **Ontario Community Transportation Network (OCTN)**

- The OCTN will connect individuals, organizations, and transportation providers interested in exchanging information.
- Collaboration with Rural Ontario Institute and Ontario Healthy Communities Coalition, with funding support from the Ontario Ministry of Transportation to develop the Ontario Community Transportation Network
- Community Transportation Pilot Grant Program provides support to municipalities to partner with community organizations to coordinate local transportation services, and share resources to serve more riders, provide more trips, and reach more destinations.

### **Sensitivity and Accessibility Training**

- Provide an education program to transit and taxi drivers on sensitivity of older adult needs; dementia, mobility restrictions and devices.

### **Driver Cessations Programs and Support**

- Identify driving cessation programs that can support the older driver in making a transition to be a non-driver.

### **Volunteer Driver and Companion Programs**

- Promote travel companion programs that arranges for a companion to accompany passengers who require assistance due to mobility or disability; travel companions travel for free. Example: Community Reach - 705 528-6999 Orillia

### **Examine Public/private partnerships for enhanced transit**

- Work with existing bus lines to extend routes and times to enhanced transportation services in an affordable manner.
- Ensure all bus shelters are accessible (seating, ramps)

### **Disseminate Best Practices**

- Promoting municipalities to use best practices such as the Collingwood Urban Design Manual and Active Transportation Plan

### **Subsidized Transportation**

- Provide alternative affordable pricing for transport to medical appointments for older adults who cannot afford the cost.

## **Housing - Future Considerations**

### **Incentives to Create Seniors Housing**

- Density bonus programs provide incentives for development of accessible, special needs housing units. (Best Practice: Age- friendly and Disability-friendly Official Community Plans B.C.)
- Provide ongoing education with respect to barrier-free design for those involved in the design and construction of homes for older persons with a particular focus on affordable housing.

### **SMART Home Technology in Senior Housing**

- Home automation that focusses on making it possible for older adults and people with disabilities to remain at home, safe and secure and provides relief to caregivers when they are not able to be around. Examples include: direction services; medication reminders; household appliance monitors; voice activated lighting; high-visibility phone displays; motion-activated monitoring; keyless entry for arthritic hands; remote operated curtains or blinds; and thermostats to increase efficiencies.

### **Housing Option Guide:**

- Recommendation to create Housing Options in a Simcoe County Guide for Older people to assist in finding accessible, affordable housing near essential amenities and transportation. (Halton & Hamilton)

### **Housing - Senior Representative(s)**

- Invite senior (s) to participate on the Affordable Housing Advisory Committee to provide input to this initiative.

### **Housing Website**

- Include Housing Options for Seniors information on website
- Links to [cmhc.ca/aginginplace](http://cmhc.ca/aginginplace) (housing options and funding opportunities)

### **Research Simcoe County Statistics of Seniors that are homeless and isolated.**

### **Adaptability Canada**

- A company that specializes in accessible construction solutions for large public and private organization ranging from residential, commercial, not for profit and public sectors. Canada's first and only full-service company for accessible renovations. Goal to help organizations improve service to all stakeholders regardless of ability and ensure a positive experience within buildings and public spaces. [www.adaptabilitycanada.com](http://www.adaptabilitycanada.com) , <http://www.ageathomecanada.com>, <http://gaates.org/>

### **Discharge Planning**

- Partner with hospitals to improve on discharge planning from hospitals and supporting people beyond discharge planning (Hamilton)

### **Subsidized Maintenance / Home Repair**

- Offer reduced maintenance services or all-season home maintenance services for older adults.

## Health & Community Services - Future Considerations

### Dementia and AFC

- Collaborate with Alzheimer's Society of Simcoe County to support Dementia-friendly within the Age-friendly Toolkit for communities.
- Set up safety home programs - a program developed for cognitively impaired people through Alzheimer Society.
- Transportation services can be adapted to needs of people with dementia, including schedule reminders and help at destinations.

### Primary Care Availability

- Perception is that there are not enough doctors. Recent Stats show 99% of residents in NSMLHIN are attached to a healthcare provider. However, timely access to providers is a challenge. Encourage best practices in same day or 24 hours appointment bookings.

### Dental Care for Seniors

- Advocate to province to have dental care added to OHIP for low-income older adults.

### Transition Planning Support to Seniors (Brantford and Brant County)

- Educate and provide transition planning support to seniors and their families by supporting/sustaining social worker positions in LTC homes.

### Assisted Devices Program

- Develop a program to facilitate the lending/borrowing and training of assistive devices

### Regional Caregiver Support Network

- High risk of caregiver burnout due to older age of caregivers. Creating a regional caregiver support network would provide advice on options available to provide relief to caregiver as well as connect them to other services they may require for their partner.

### Senior Wellness Education Programs

- Library, malls and community centre service classes for seniors that allow them to get multiple things done in one visit
- Presentations, seminars, on health information programs, computer training, workshops such as resume writing, e-books, audio visual, formats suitable for older adults.
- More education sessions are needed targeting caregivers and seniors.
- Provide Estate Planning and Advance Care Planning to older adults
- Establish elder care information sessions to learn about available community programs

### Newsletter

- Develop a monthly newsletter section in the local newspapers that could act to inform local older adults on what is available to them and provide information on availability of caregiving and supports as well as to highlight relevant emergency preparedness items

### Information Distribution and Dissemination

- Work with pharmacies, health providers and physicians to act as key locations to distribute information on services for older adults
- Establish partnerships with long term care facilities, churches, colleges, social clubs for sharing of information

### Increase Volunteer Driver Programs

- People need flexibility in arranging travel times for last minute appointments but most driver programs required rides to be booked at least one (1) week in advance. Example Orillia "I Run For You" errand and shopping and prescription delivery services in Orillia.

### Suicide Prevention

- Older adults, particularly non-Hispanic white men, have the highest risk of suicide. This risk increases exponentially after age 75, and recent data suggest that men in the Baby Boomer generation have a higher suicide risk than previous cohorts. Many risk factors including social isolation, feelings of disconnection to society, and lack of social supports and close confidantes. Develop interventions for family members or residents who are transitioning into long-term care facilities to mitigate risk.

## Outdoor Spaces and Buildings - Future Considerations

### Policy (Planning AFC Guidelines)

- Recommendation that all public parks and recreation space have accessible washrooms, signage, lighting, pet facilities, garbage cans, and seating.

### Sidewalk Improvements (AFC Guidelines)

- Planning Policy: Recommendation that all municipalities have a "Sidewalk Maintenance Program" for all seasons.
- Develop an improved process for dealing with public complaints and hazard identification <https://www.dnv.org/programs-and-services/request-sidewalk-and-street-improvements>

### Washrooms (AFC Guidelines)

- Increase washroom facilities along walking routes within core community area, including park and downtown core areas.

- Increase hours of public washroom facilities usage and encourage businesses to allow public access to washrooms.

#### **Pedestrian Safety (AFC Guidelines)**

- Extend crossing times, use of countdown signals, clearly mark crossings, and paid curbs a brighter color for better visibility.

#### **Accessible Priority Parking for Older Adults (AFC Guidelines)**

- Increase the number of Accessible Parking spaces to promote the independence and active participation of seniors.
- Promote inclusion of features such as curb cuts on sidewalks or ramps to enhance accessibility.
- Promote simple, explicit signs with unambiguous graphics to give essential information at key decision points.

#### **Trails**

- Distance markers and directional signage on pathways to identify location in case of emergency and enhanced crime prevention
- Good lighting
- Post signage that indicates the location of public restrooms open year round.
- Walking Clubs for healthy active living lifestyle
- Increase sharing of pathways and trails systems by posting enforced speed limit on paths as well as bike lanes to increase safety.

#### **Community and Recreation Centers (AFC Guidelines)**

- Provide arm chairs to assist older adults when getting up from sitting position.

#### **Snow Clearing (AFC Guidelines)**

- Increased snow clearing and coordination of efforts between road clearing and sidewalk clearing.
- Boxes around filled with sand and grit that are self-serve to allow the public to sprinkle sand near cross walks, bus stops, and sidewalks that have become icy making it safer for older adults to get around.

#### **Waste to curb (Waste Management)**

- Consult older adults in design of age-friendly containers.
- Invite older adults and people with disabilities to participate in the development or revision of local plans and in other government public participation processes. (Local Municipalities)

#### **Signage (AFC Guidelines)**

- People with dementia have specific requirements as it pertains to signage and understanding where they are going and where they are.
- Larger font size on signage to improve readability.
- Optimal height for a sign is 4-5 foot regardless of the individual's height: people with memory loss are more likely to look slightly down, rather than up or straight forward. <http://www.new-vision.co.uk/health/products/dementia-signage>

#### **Design (AFC Guidelines)**

- Age-friendly park design as a gathering place and community focal point. An Age-friendly Park is one that is inviting and accessible to people of all ages and abilities. Example features include shaded areas, railings along stairways, wide and firm sidewalks for wheelchairs, and more. <https://myphillypark.org/what-we-do/programs/age-friendly/>

## **Civic Participation, Employment & Volunteerism - Future Considerations**

#### **Create Age-friendly Workplaces (strategic planning, governance vision change)**

- Include a commitment to accessibility and inclusion in the Strategic Vision or mission sections of the County's Strategic Planning document.  
"By including a commitment in our vision or mission sections or in a list of community values, we make a commitment to being more inclusive and welcoming for everyone. Such an inclusion formalizes and reinforces the community's vision of what it means to be an accessible and inclusive community." *Rebekah Mahaffey et al., Planning for the Future: Age-friendly and Disability-friendly Official Community Plans, Union of BC Municipalities and BC Ministry of Healthy Living and Sport, 2010.*

#### **Mentorship Programs**

- Create training and mentorship opportunities for older adults.

#### **Job Re-entry Fairs**

- Provide a template to local municipalities to host job "re-entry" fairs for older adults.

#### **Council on Aging Committees**

- Invite older adults to participate on local committees.

#### **Volunteer Literacy Tutoring**

- Homework help for children/youth.
- Publicize opportunities through information fairs and employment centers.



### **Volunteer Guide**

- Develop a Brochure highlighting 211 and other volunteer websites, organizations, success stories, effects on mental and physical health, etc.

### **Community Volunteer Driver Programs**

- A program that is flexible in arranging travel times for last minute appointments.
- Promote existing services available.

### **Seniors Education Programs**

- Host presentations, seminars, on health information programs, computer training, and workshops such as resume writing, e-books, audio visual, formats suitable for older adults and financial management programs on retirement planning, money management and filing tax returns.

### **Age-friendly Community Principles**

- Increase awareness of potential aging demographic and foster collaboration with local education institutions to incorporate Age-friendly Community principles.

### **Corporate Training**

- Enhance corporate training curriculum to include opportunities for staff to build skills related to engaging and providing service to older adults as well as understanding what is “ageism” and how to avoid it.

## **Social Participation - Future Considerations**

### **Seniors Campus**

- In Eastern provinces, several organizations have created a new concept called a “Seniors Campus” that provides non-credit education programs exclusive to older adults 50+. These colleges are not-for-profit organizations that are volunteer based and are delivered in various locations through in kind support of the communities.

### **Seniors Volunteers of Ontario**

- A seniors’ talent bank was established gathering what a senior WISHES to do such as going back to school or taking an art course or travelling. A computer system was developed to assist seniors to meet their goal.

### **Telephone Support**

- Establishing outreach programs such as telephone assurance programs that are being used in some other cities.

## **Respect & Social Inclusion - Future Considerations**

### **24/7 Support Telephone Service**

- The Silver Line is a U.K. charity that runs a national helpline whose goals and services are tailored to help support the growing social needs of the aging population and reduces stigma of loneliness and social isolation.
- It is the only national free and confidential helpline that is available 24/7, 365 days a year for those age 60+ to call in moments of loneliness. Around 2/3 of 10,000 calls/week come overnight and on weekends when other services are unavailable.
- It offers callers friendship, information and advice. Other services include weekly friendship calls, facilitated group calls and pen pal letter correspondence.
- In less than three years of its official launch in 2013, the Silver Line has received over 1.3 million calls from older citizens across the UK. The Silver Line helps connect callers and reduces the stigma of loneliness and social isolation.

# APPENDIX B:

## MODEL PRACTICES AND RESOURCES

### Housing Model Practices and Resources

**10-Year Affordable Housing & Homelessness Prevention Strategy** <http://www.simcoe.ca/SocialHousing/Pages/ourahhps.aspx>

**Simcoe Housing Resource Centres:** <https://accesstohousing.simcoe.ca/default.aspx>

#### Housing for Older Canadians:

*The Definitive Guide to the Over-55 Market:*

- Volume 1: Understanding the Market
- Volume 2: Responding to the Market
- Volume 3: Planning the Project
- Volume 4: Designing the Project
- Volume 5: Services and Amenities

Website: [cmhc.ca/aginginplace](http://cmhc.ca/aginginplace)

#### Other CMHC documents:

- Maintaining Seniors' Independence: A guide to Home Adaptations
- Accessible Housing by Design (Universal Design and Visitable Homes)
- Housing Observer: Laneway Homes (Detached secondary dwelling-granny suite)
- Housing Options for Seniors
- Housing Options for People Living with Dementia
- Preventing Falls on Stairs
- Seed Funding for Affordable Housing

#### Canadian Mental Health Association: Mental Health and Addictions for Older Adults Strategic Framework

- Expand available supportive housing to include seniors with mental illness
- Extend services linked to supportive housing into the community to prevent at-risk seniors from becoming homeless.
- Establish transitional services to facilitate re-integration of seniors with mental illness from hospital back to the community.

#### World Health Organization website provides examples of creative senior housing programs from all over the world

#### Visitability in Social and Affordable Housing: Manitoba Housing Experience

- Recommendation to include Visitability guidelines in zoning by-laws. (Planners)

#### Universal Design Links

- Centre for Inclusive Design <http://idea.ap.buffalo.edu/Home/index.asp>
- Design resources <http://udeworld.com/dissemination/design-resources.html>
- Inclusive housing <http://udeworld.com/levels-of-inclusive-housing>
- Rural aging in place <http://idea.ap.buffalo.edu/Projects/>
- GAATES built environment <http://gaates.org/027BuiltEnvironment.php>
- Architects <http://www.quadrangle.ca/design/servicesmarketsexpertise/universal-design>

### Health & Community Services – Model Practices and Resources

#### Developmental Services Ontario Tel: (1-855-277-2121)

- Links specialized services and professionals to pool their expertise to treat and support adults with developmental disabilities and mental health needs and/or challenging behaviors where they live.

#### Georgian College Oral Health for Seniors

- \$30 for seniors to have a comprehensive oral health examination, polishing, Xrays, diagnosis and cleaning but no treatment. During month of November partner with Public Health cost is \$20.

#### Waypoint

- Provides specialized services to meet the mental health needs of individuals 65 years of age and older. Seniors suffering from dementia and/or complex mental illness who present challenging behaviors receive recovery-oriented care in a safe and therapeutic environment.
  - Horizon Program for Geriatric Psychiatry: Inpatient Assessment and Treatment Unit and Home Visiting Geriatric Program,
  - Behavioral Support Services: Enhance services for older people with responsive behaviors linked to cognitive impairments and people at risk and their caregivers; providing them with the right care, at the right time and in the right place (at home, in long-term care or elsewhere).
  - Senior-friendly Hospital Initiative: Goal to enhance the care of seniors within hospitals and reduce the risk of functional decline while they recover from illness.

## Community Service Guide

- A guide to support seniors during health transitions such as the move from hospital to home (print).
- Create a central information directory of services with information about how and where to access community services and supports for older adults.
- <https://issuu.com/goodlifemagazine/docs/rvh-vital-signs-webv2/2>

## Roadmap for Informed Decision Making

- A Starting Point to help seniors get information on health related topics, affordability, access to services, and more on the Journey of Life provided by Ontario Society of Senior Citizens' Organizations. [www.ocscs.ca](http://www.ocscs.ca)
- Added to County of Simcoe AFC Website.

## Home for Life Program

- A partnership between providers, volunteers and those who require care. The specific focus is to help seniors, who want to stay in their own homes access the services they need.
- South Georgian Bay Area matches seniors to volunteer opportunities locally. <http://www.homeforlifegb.com/>

## Promote Elder Abuse Prevention Training Programs

- Increasing elder abuse awareness to doctors, faith based leaders <http://www.programsforelderly.com/index-elder-abuse-prevention.php>
- Doctors and other health care professionals in the USA screen seniors during routine visit for signs of elder financial abuse since illnesses and aging can make many elderly vulnerable to investment fraud.

## Outdoor Spaces & Buildings – Model Practices/Resources

### Best Practice: Age-friendly and Disability-friendly Official Community Plans

- Complete Compact communities with a wide range of mobility options (e.g., transit, cycling, walking) are generally more accessible for everyone, including seniors and people with disabilities. Complete compact communities also include a diversity of land uses (e.g., residential, retail, office, recreation, and community facilities).
  - Encourage complete compact settlement patterns and mixed land uses where appropriate.
  - Move towards a land use pattern that results in a more compact, complete and connected community, with new residential development occurring in locations accessible to services.

### Best Practice: Park Champions <https://myphillypark.org/support/become-a-member/>

- Looking for a simple way to champion parks? Become a member so you can help ensure that your community parks are enhanced for generations to come. Plus, members can enjoy FREE events in the park including guided hikes, runs & more

## Universal Design Links

- Centre for Inclusive Design <http://idea.ap.buffalo.edu/Home/index.asp>
- Design resources <http://udeworld.com/dissemination/design-resources.html>
- Inclusive housing <http://udeworld.com/levels-of-inclusive-housing>
- Rural aging in place <http://idea.ap.buffalo.edu/Projects/>
- GAATES built environment <http://gaates.org/027BuiltEnvironment.php>
- Architects <http://www.quadrangle.ca/design/servicesmarketsexpertise/universal-design>

## Increase seating at businesses and big box stores

### Access Now App

- An “app” that helps people with disabilities know which buildings/areas are accessible <http://www.cbc.ca/news/canada/toronto/access-now-app-1.3467854>

## Community Revitalization

- <https://www.hudexchange.info/community-development/lmi-benefit-scrapbook/>

## Employment, Civic Participation and Volunteerism – Model Practices/Resources

### Best Practice: Age-friendly Workplaces: Promoting Older Worker Participation.

- Document jointly prepared by the Federal/Provincial/Territorial Ministers Responsible for Seniors Forum.

### Best Practice: Age-friendly Workplace

- A Self-Assessment Tool for Employers. Document ensures that older workers can access workforce development initiatives.

## Develop Seniors Employment Strategy

- Recruitment strategies/guidelines recognizing aging workforce.
- Improve access to application process to attract a diversity of older adults.

**The County of Simcoe wishes to:**

Acknowledge other successful community aging plans (Hamilton, Niagara, Peterborough, Toronto, Durham and Peel) which have influenced the development of our aging strategy and planning framework.

Thank the Ontario Age-friendly Communities Network Exchange for connecting us to appropriate partner/resources and sharing information knowledge from across Ontario.



[simcoe.ca](http://simcoe.ca)



**Ministry of Seniors Affairs**

777 Bay Street, Suite 601C  
Toronto ON M7A 2J4  
[www.ontario.ca/seniors](http://www.ontario.ca/seniors)

**Ministère des Affaires des  
personnes âgées**

777, rue Bay, bureau 601C  
Toronto, ON M7A 2J4  
[www.ontario.ca/personnesagees](http://www.ontario.ca/personnesagees)



March 2018

Alison Gray  
Township of Tay  
450 Park Street  
Victoria Harbour, ON L0K 2A0

Dear Sir/Madam,

**Re: Seniors Community Grant Program 2017-19**

Thank you for submitting a grant application for the Seniors Community Grant Program (SCG).

We recognize the effort in developing your application and your commitment to help seniors stay connected, active and involved in their community. As per the program guidelines, the application submitted was deemed ineligible for at least **one** of the following reason(s):

- the request exceeded the limits on food, staffing, technology or portable asset purchases
- the project did not meet funding criteria
- the project's start and/or end date is ineligible for this funding period
- you submitted a project previously funded by the Seniors Community Grant Program.

Please email [seniorscommunitygrant@ontario.ca](mailto:seniorscommunitygrant@ontario.ca) or call 1-844-724-4636 if you have any questions or to set up time to receive additional feedback.

Sincerely,

*Deanna Blair*

Manager, Public Education and Awareness Unit