



# Age-Friendly Community Action Plan

Task Force Meeting #1  
July 29, 2021



## Agenda



### Purpose:

To kick-off the project and engage in a discussion of key considerations.

1. Welcome and Introductions
2. Project Overview
3. Task Force Role
4. About Age-Friendly Communities
5. Discussion
6. Next Steps



## Task Force Members

- Michael Di Lullo (CAO) – Middlesex Centre
- Scott Mairs (Project Sponsor) – Middlesex Centre
- Heather Kepran (Communications) – Middlesex Centre
- Rob Cascaden (Public Works) – Middlesex Centre
- Arnie Marsman (Building Department) – Middlesex Centre
- Debbie Heffernan (Council) – Middlesex Centre
- Marion Cabral (Planner) – County
- tbd (Accessibility Coordinator) – County
- Gail Prior – 55+ rep
- Todd Copeland (Canadian Futures Middlesex – Business Help Centre)
- Lindsay Brock (County Library)
- Sharon McMillan (Citizen Rep)
- Shannon Black (Citizen Rep)
- Tim Mason (Citizen Rep)
- Paula West (Citizen Rep)
- Dylan Brine (Citizen Rep)
- Christine Bidmead (Citizen Rep)
- May Wimbush (Citizen Rep)
- Mary Coulter (Citizen Rep)
- Steve Langlois (Project Manager) – Monteith Brown
- Cole Roddick – Monteith Brown

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## Project Goal

### What?

The Age-Friendly Community Action Plan will identify age-friendly priorities across the Municipality of Middlesex Centre.

### Why?

To create a healthy and sustainable environment for older adults and those with disabilities today and into the future.

### How?

We will conduct research and engage with the community to develop the plan.



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## Project Outcomes

The Age-Friendly Plan will:

- Assess the local social and physical environment using the 8 World Health Organization (WHO) dimensions of community life affecting older adults who are aged 55 years or older and those with disabilities
- Identify supporting policies, services and programs that can be measured by monitoring participation levels.
- Establish a 3-5 year Action Plan to guide the municipality, beginning in the 2023 budget year

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## Project Outcomes

Additionally, the project will:

- Raise awareness about the importance of seniors remaining active, healthy and engaged in the community; and
- Garner the support of local organizations to ensure the tangible actions in the plan implemented.

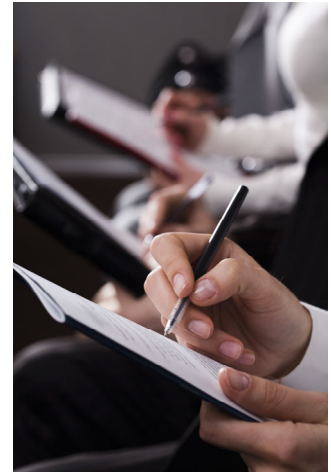


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## Our Process

Key steps in the planning process include:

1. Establish a Project Charter and Age-Friendly Task Force
2. Create a Community Profile and Environmental Scan
3. Engage residents and stakeholders conduct a Needs Assessment
4. Establish an Action Plan

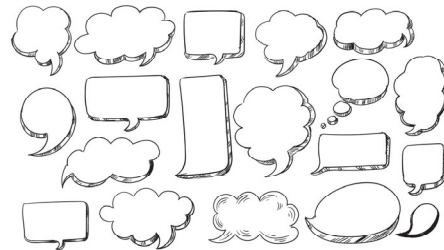


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## Engagement Program

Consultation is currently projected to begin in September 2021!

- Task Force Team Meetings
- Project Awareness Campaign
- Stakeholder Interviews and Focus Groups
- Community Survey
- Public Information Sessions (2)
- Municipal Council Presentation



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## Role of the Task Force

- Provide guidance, feedback, and recommendations for the plan including goals, objectives, and the public consultation process
- Support and participate in public consultation and other project activities
- Attend meetings as required to assist in achieving project objectives and deliverables
- Where possible, contribute research, data gathering, analysis, and documentation to meet the goals of the plan

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## What is Age-Friendly Planning?









Age-Friendly Planning is an initiative that was researched and reported on by the World Health Organization in 2007. WHO outlines 8 key dimensions for an age-friendly community, and provides the framework for evaluating and enhancing a community's age-friendliness.

An Age-Friendly Community is a supportive physical, and social environment that engages older populations and allows them to live active, safe, and meaningful lives, as well as continuing to contribute to all areas within the community.

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# Age-Friendly Dimensions

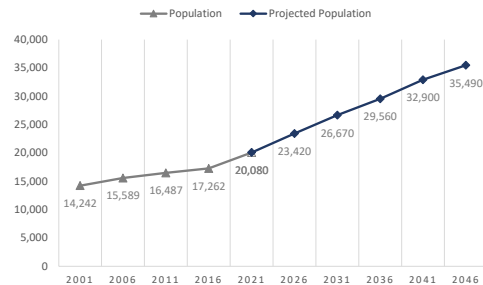
-  Outdoor Spaces and Buildings
-  Respect and Social Inclusion
-  Transportation
-  Civic Participation and Employment
-  Housing
-  Communication and Information
-  Social Participation
-  Community Support and Health Service

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# Why is this Important?

- Middlesex Centre’s population is forecasted to grow by 33% (26,670) by 2031 and 77% (35,670) by 2046\*
- The municipality's median age is 43.5 years and this is increasing\*\*
- In 2016, there were 5,540 local residents aged 55+, representing 32% of the population \*
- Across the County, the number of residents aged 55+ is forecasted to increase to 37% by 2031 and 41% by 2046\*



\* Middlesex County Housing Growth Forecast and Allocations by Local Municipality, 2020  
 \*\* 2016 Census

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## Check-in Time!

1. Any questions so far?
2. Are you clear on your role on the Task Force?
3. Do you have suggestions for the proposed work plan and consultation program?
4. Who should we be consulting with on this Plan?
5. What resources can you tap into and share?



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## Age-Friendly Dimensions



1. **Outdoor Spaces and Buildings** - Design and provide safe pathways, way finding, benches, recreational programming through a barrier free and universal design scope.



2. **Transportation** - Improve or make available accessible transportation, seek alternative transportation options. Measure the increased percentage of those using alternative transportation.



3. **Housing** - Promote tools that encourage planners and developers for age-friendly housing. Measured by increased number of accessible housing/units.

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## Age-Friendly Dimensions



- 4. Social Participation** - Create a directory of age-friendly activities such as cultural, health-related programs, and increased social engagement and activities.



- 5. Respect and Social Inclusion** - Develop best practices for improving social inclusion for seniors and those with disabilities and other marginalized population.



- 6. Civic Participation and Employment** - Promote Middlesex Centre as a destination for those with disabilities and older adults.

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## Age-Friendly Dimensions



- 7. Communication and Information** – Provide information about community events or important services that is both readily accessible and in formats that are appropriate for older adults and people with disabilities.



- 8. Community Support and Health Service** - Create age friendly hubs, work with other community services providers to bridge gaps in services.

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## Examples of Objectives & Actions

### Encourage safe winter walking and park usage

- Develop and communicate a snow plow plan for parking and park access points

### Improve access to washrooms in parks and / or along trails

- Investigate if and where more public washrooms are needed throughout the community

### Maintain transportation infrastructure that facilitates effective movement of older adults

- Ensure that municipal roads, sidewalks, and walkways are well designed and maintained, intersections are well marked, signage is visible, and roads and walkways are well lit

### Provide supports to allow seniors to remain in their homes

- Expand home maintenance services including lawn care and snow removal

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## Examples of Objectives & Actions

### Increase volunteer and employment opportunities for seniors

- Seek grant opportunities for seniors' employment

### Develop and implement a variety of inter-generational programs

- Collaborate with schools to add inter-generational programming elements such as seniors teaching kids, kids teaching seniors, etc.

### Build communication supports and channels within municipal departments

- Audit municipal departments to assess awareness of age-friendliness when designing surveys, seeking public input for programming, and announcing events

### Expand mental health programs and dementia supports

- Establish mental health support groups for seniors and their families

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## Let's Discuss

1. What does an “Age-Friendly Middlesex Centre” mean to you? What key words or conditions come to mind?
2. Which of the 8 Age-Friendly Dimensions need the greatest emphasis in Middlesex Centre? (Poll?)



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## SWOT Analysis

In order to develop a Plan that encompasses all facets of age-friendliness in the community, a SWOT Analysis of Middlesex Centre is needed.

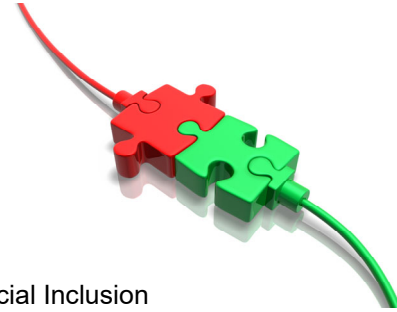
A SWOT Analysis will provide an overview of perceived strengths, weaknesses, and opportunities and threats on existing age-friendliness within the community.



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## Strengths

What do you perceive as **strengths** for the following dimensions in Middlesex Centre?

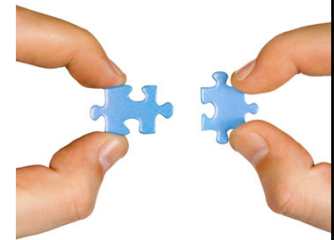


- |                                 |   |
|---------------------------------|---|
| 1. Outdoor Spaces and Buildings | 5. Respect and Social Inclusion         |
| 2. Transportation               | 6. Civic Participation and Employment   |
| 3. Housing                      | 7. Communication and Information        |
| 4. Social Participation         | 8. Community Support and Health Service |

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## Weaknesses

What do you perceive as **weaknesses** for the following dimensions in Middlesex Centre?



- |                                 |   |
|---------------------------------|---|
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## Opportunities and Threats

Are there any **opportunities and / or threats** that you can think of in Middlesex Centre that would fall into one or more of the dimensions?



1. Outdoor Spaces and Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect and Social Inclusion
6. Civic Participation and Employment
7. Communication and Information
8. Community Support and Health Service

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## Guiding Principles

Guiding Principles establish a foundation for decision-making and priority-setting.

They are locally-specific and will guide the Plan's objectives and actions

SUPPORTS safety  
 engagement mobility  
 diversity communication  
 affordability inclusion  
 access transparency  
 quality-of-life

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## Guiding Principles

Can you think of any guiding principles that should be considered for the Age-Friendly Community Action Plan?

**Discuss or type them in the Chat!**

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## Next Steps

1. Complete Community Profile and Environmental Scan
2. Scheduling of Next Task Force Meeting
3. Launch Community Survey
4. Host Public Information Session
5. Initiate Stakeholder Consultation
6. Phase 1 Report



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# Any Questions? THANK YOU!

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