

Communication : C1
Older Adult Task Force
April 26, 2021
Agenda Item # 1

Communications Overview

Age-Friendly Community Action Plan

Older Adult Taskforce
April 26, 2021



Communications Goals

- To inform Vaughan citizens about the City of Vaughan's plan to create a more age-friendly community through the Age-Friendly Community Action Plan.
- To ensure citizens are aware of opportunities to participate in the development of Vaughan's Age-Friendly Community Action Plan through community workshops, focus groups and surveys.

Engagement Highlights

To be conducted by the engagement consultants

- Online survey – **April 6 to April 26**
 - **Plus, telephone outreach to >500 people**
- Community Workshop #1 (virtual) – **April 20**
- Stakeholder Interviews – Anticipated for **April 12 to 26**
- Workbooks – **April 26 to May 21**
- Stakeholder Focus Groups – Anticipated for **May 3 to May 7**
- Community Workshop #2 – Anticipated for **June 22**
- Community pop-up events – **Summer 2021**
- Community Workshop #3 – **October 2021**

Key Messages

- The City of Vaughan is taking steps to create a more age-friendly community, where all residents can be active and engaged members of society at every stage of life – including in retirement.
- Over the next year, the City will be developing an Age-Friendly Community Action Plan to achieve this goal. It will be informed by studying local data and key age-friendly indicators, reviewing best practices and promising approaches from other communities, and capturing insights, feedback and ideas from residents and community stakeholders.

Key Messages

- As the senior population across Canadian communities continues to increase, it is more important than ever to support the health and well-being of older adults. The city of Vaughan is a growing municipality, expected to reach a population of approximately 500,000 by 2041. It is projected that older adults (55 years and older) will make up the largest portion of the population of Vaughan, representing more than 30 per cent of the total population, by 2031.

Key Messages

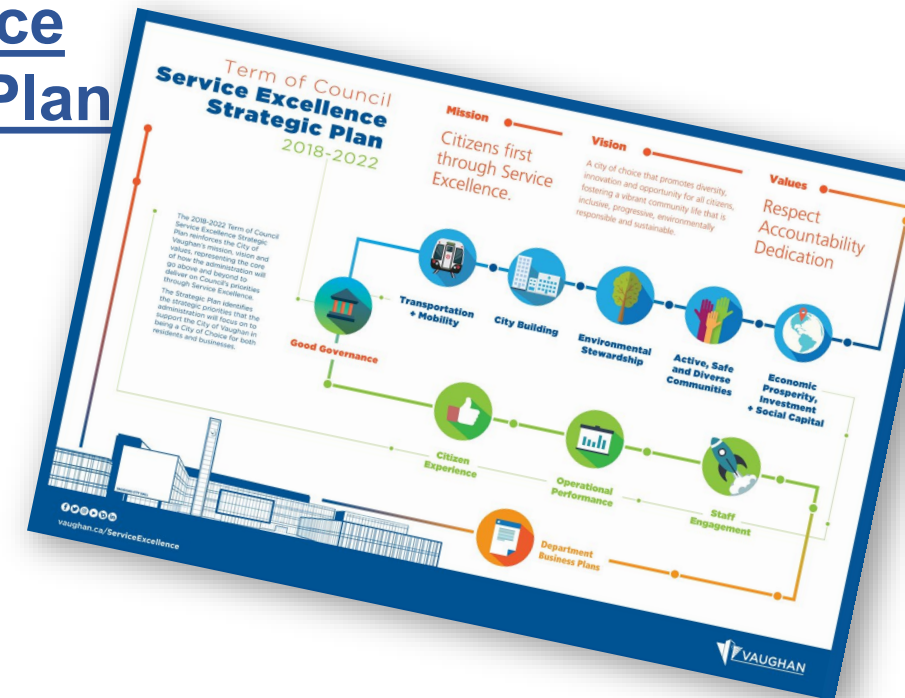
- Residents, community groups and local partners will have several opportunities to provide feedback on their experiences and age-friendly needs, and explore potential opportunities for improving age-friendliness across the city of Vaughan.

Key Messages

- The City of Vaughan's Age-Friendly Community Action Plan is being developed under the direction and guidance of the City's Older Adult Task Force. The Older Adult Task Force has an overall mandate to make recommendations on the implementation of action items related to the City's Older Adult Strategy, including exploring opportunities to move towards an age-friendly community and the promotion of healthy seniors.

Key Messages

- Vaughan's Age-Friendly Community Action Plan reinforces the City's commitment to Active, Safe and Diverse Communities, a strategic priority in the **2018-2022 Term of Council Service Excellence Strategic Plan** that aims to enhance well-being, enrich Vaughan communities and maintain safety in the community.



Initial Tactics

Ongoing approach to informing citizens

- Website: vaughan.ca/AgeFriendly
- Project updates, get involved section – survey link, workshop signup link
- PSA #1: Issued April 6, 2021
- Council package: content for eNewsletters and social media
- Social media: Facebook, Twitter, Instagram
- Digital signs
- Mobile signs
- Synthia message
- Engagement Newsletter



Website

vaughan.ca/AgeFriendly



PSA #1

Issued April 6

Home > Newsroom > Creating a more age-friendly Vaughan

CREATING A MORE AGE-FRIENDLY VAUGHAN

4/6/2021 10:00 AM

Share your feedback to help shape the City's Age-Friendly Community Action Plan

As the senior population across Canadian communities continues to increase, it is more important than ever to support the health and well-being of older adults. The City of Vaughan is taking steps to create a more age-friendly community, where all residents can be active and engaged members of society at every stage of life.

Over the next year, the City will be developing an Age-Friendly Community Action Plan that will be informed by studying local data and key age-friendly indicators, reviewing best practices and promising approaches from other communities, and capturing insights, feedback and ideas from residents and community stakeholders.

One of the first steps in creating a more age-friendly city is engaging residents in identifying current and future age-friendly needs across the City. Community members can sign up for the first in a series of workshops, taking place virtually on Tuesday April 20, from 7 p.m. to 8:30 p.m. Those interested can sign up online. Residents, over the age of 55, or caring for someone over the age of 55, can also participate in an online survey. The survey will be available until Monday April 26. To learn more about opportunities to participate in the development of the City's Age-Friendly Community Action Plan please visit vaughan.ca/AgeFriendly.

The Age-Friendly Community Action Plan is being developed under the direction and guidance of the City's Older Adult Task Force. The task force's mandate is to make recommendations on the implementation of action items related to the City's Older Adult Strategy, including exploring opportunities to move towards an age-friendly community and the promotion of healthy seniors.

Vaughan's Age-Friendly Community Action Plan reinforces the City's commitment to Active, Safe and Diverse Communities, a strategic priority in the 2018-2022 Term of Council Service Excellence Strategic Plan that aims to enhance well-being, enrich Vaughan communities and maintain safety in the community.

Stay up to date with the latest news and information by signing up for the City's eNewsletter at vaughan.ca/CityUpdate and follow the City's Twitter, Facebook and Instagram.

Those who feel unwell, and believe they have symptoms related to COVID-19, should contact York Region Public Health at 1-800-361-5653 or Telehealth Ontario at 1-866-797-0000. For additional information and resources on the virus, visit York Region's website at york.ca/COVID19.

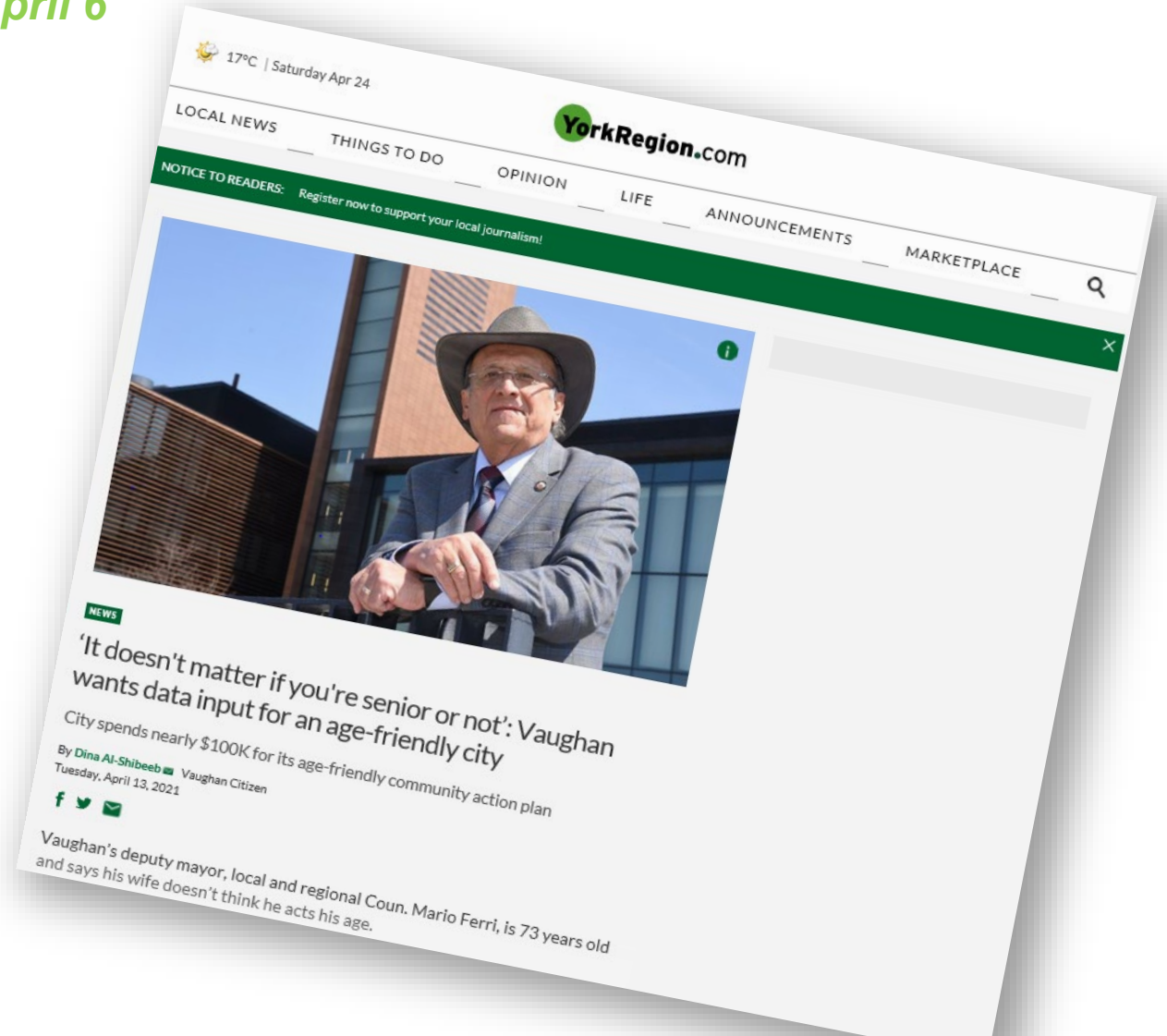
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- First in a series of media products
- Future products to promote various stages of engagement
- June is Seniors Month will be a big focus



Media Coverage

Issued April 6





Council Package

Issued April 6

Council Communications Package – Creating a more age-friendly Vaughan

Genova, Michael
 To: Mayor and Members of Council, Council EAs
 Cc: Senior Leadership Team
 AF ActionPlan-PS.jpg 1 MB
 AF ActionPlan-ST.jpg 1 MB

Bing Maps Suggested Meetings

Good morning Hon. Mayor and Members of Council,

As the senior population across Canadian communities continues to increase, it is more important than ever to support taking steps to create a more age-friendly community, where all residents can be active and engaged members of society. Please provide feedback on the City's current service offerings for older adults and what programming would be of interest to you available until Monday, April 26. The community can also sign up for the first in a series of workshops, taking place on April 27. You can sign up [online](#).

The Corporate and Strategic Communications department will employ all of its channels to help share this news, in print, on social media, and through the media.

Please find below content you may wish to use in your eNewsletters and on your social media channels. In addition, please support your communications.

This messaging has been shared with Access Vaughan.

Thank you,
 Michael

Michael Genova, MA, MPA
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vaughan.ca

VAUGHAN

Council eNews:

Creating a more age-friendly Vaughan
 As the senior population across Canadian communities continues to increase, it is more important than ever to support taking steps to create a more age-friendly community, where all residents can be active and engaged members of society. Please provide feedback on the City's current service offerings for older adults and what programming would be of interest to you available until Monday, April 26. The community can also sign up for the first in a series of workshops, taking place on April 27. You can sign up [online](#).



Social Media



- Facebook
- Twitter
- Instagram
- LinkedIn



Mobile Signs



Five locations across the city

- **Ward 1:** Rutherford Rd. and Rotational Dr.
- **Ward 2:** Highway 7 and Martin Grove Rd.
- **Ward 3:** Chancellor Dr. and Ansley Grove Rd.
- **Ward 4:** Major Mackenzie Dr. and Dufferin St.
- **Ward 5:** Bathurst St. and Lebovic Campus Dr.



Digital Signs



**Help create a more
age-friendly Vaughan**
vaughan.ca/AgeFriendly



Other Approaches



- Call centre message
- Engagement newsletter
- And more to come!

Discussion

1. Based on your experience, do you have any other ideas on how to reach our target audience?
2. Do you have any questions about this approach?
3. Would it be beneficial to this group to have me present at future meetings to provide a communications update?

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