

OLDER ADULT TASK FORCE –APRIL 26, 2021

COMMUNICATIONS

Distributed April 26, 2021

Item

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| C1. | Presentation material titled: “ <i>Communications Overview – Age-Friendly Community Action Plan</i> ” | 1 |
| C2. | Presentation material titled: “ <i>City of Vaughan – Age-Friendly Community Action Plan</i> ” | 2 |

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Please note there may be further Communications.

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

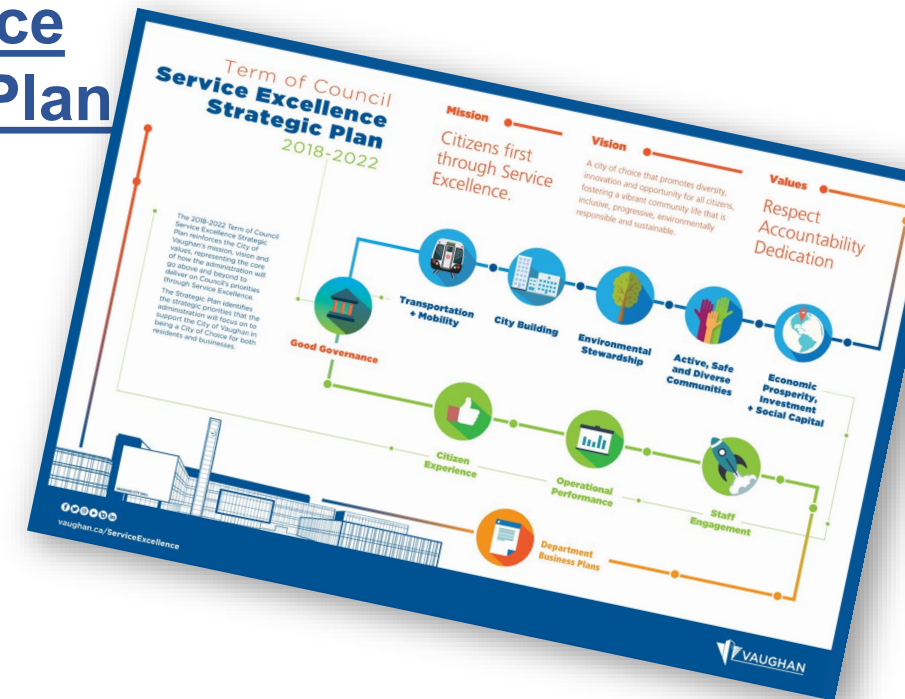
- Residents, community groups and local partners will have several opportunities to provide feedback on their experiences and age-friendly needs, and explore potential opportunities for improving age-friendliness across the city of Vaughan.

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.

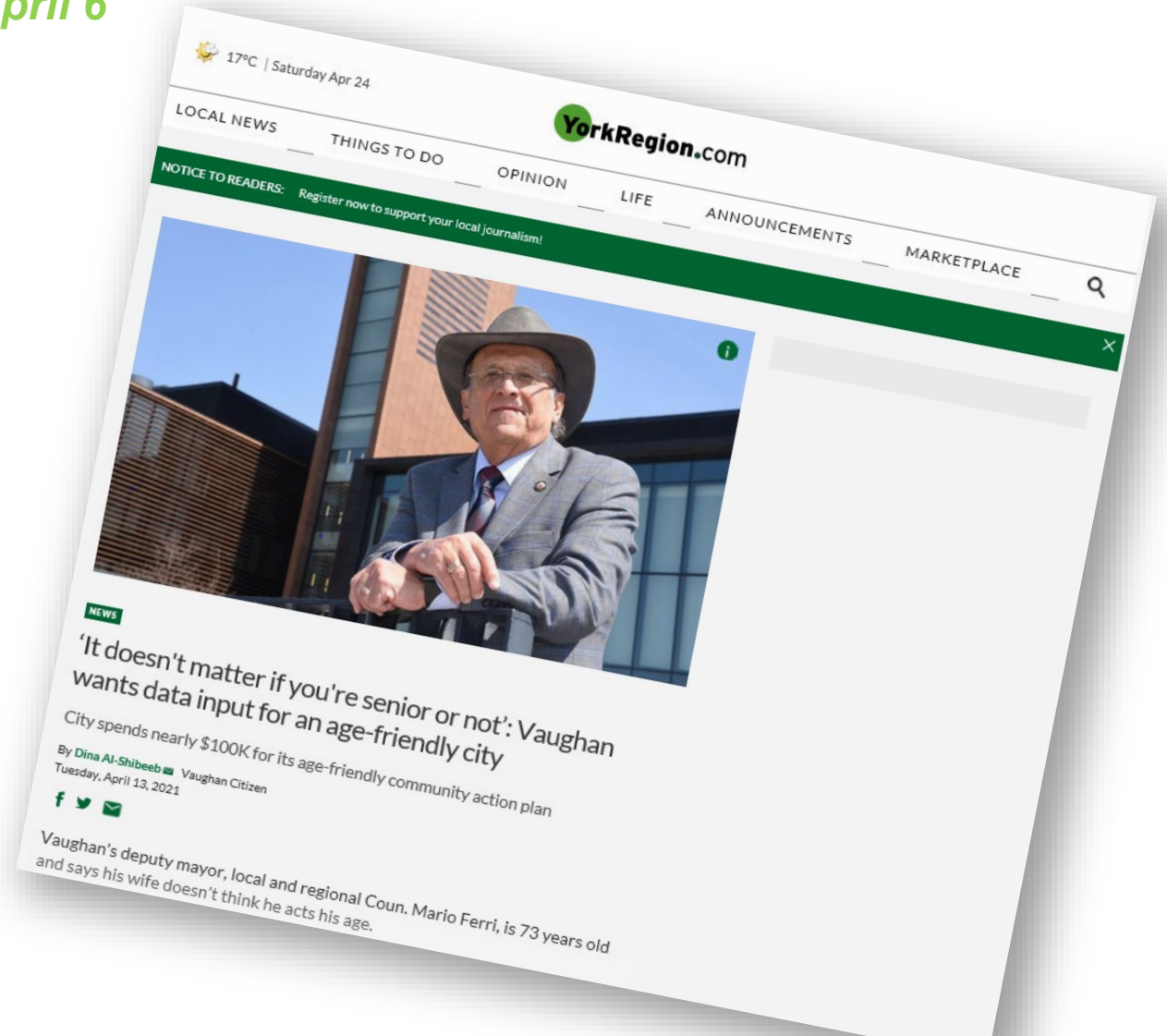
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- First in a series of media products
- Future products to promote various stages of engagement
- June is Seniors Month will be a big focus



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 EA's, Ward 3 Support Staff, Cesario, Veronica, Ward 1 Support Staff
Cc: Senior Leadership Team

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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
Director, Corporate and Strategic Communications
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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](#).



**Creating a more
age-friendly
Vaughan**

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





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

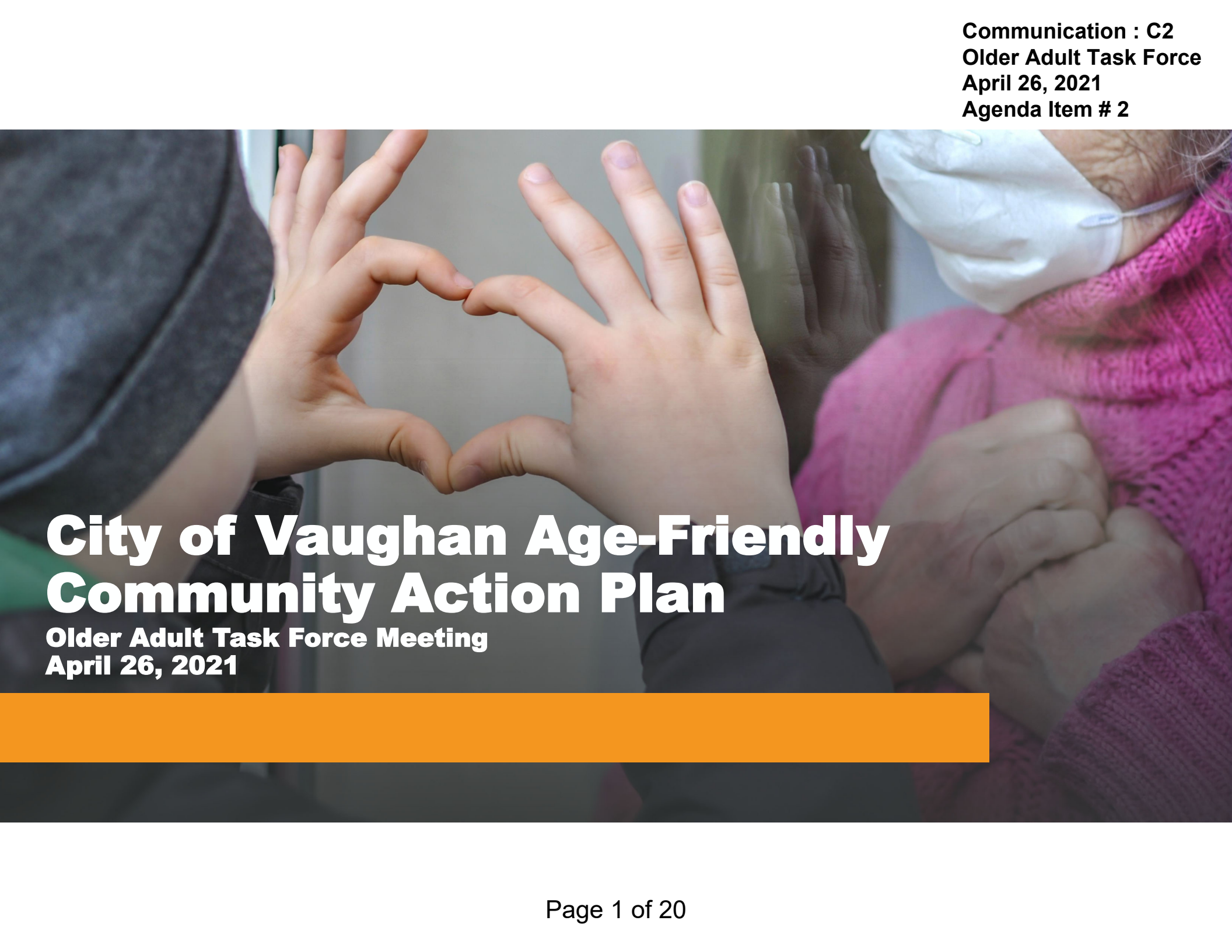
1. Based on your experience, do you have any other ideas on how to reach our target audience?
2. Do you have any questions about this approach?
3. Would it be beneficial to this group to have me present at future meetings to provide a communications update?

Communications Overview

Age-Friendly Community Action Plan

Older Adult Taskforce
April 26, 2021





City of Vaughan Age-Friendly Community Action Plan

**Older Adult Task Force Meeting
April 26, 2021**

Overview

1. Project Update (5 mins)
2. Presentation of Key Findings from Current State Analysis (20 mins)
3. Discussion of Age-Friendly Strengths, Gaps, and Opportunities (40 mins)

Project Status



Age-Friendly Communities

An Age-Friendly community is one that responds to both the opportunities and challenges of an ageing population by creating physical and social environments that support independent active living and enable older people to continue contributing to all aspects of community life. (Ontario Age-Friendly Community Planning Guide)

Picture Source: Centre for Age-Friendly Excellence



Current State Analysis Report

- Current Policy Framework
- Jurisdictional Scan
- Demographic Profile
- Age-Friendly Indicators
- Projected Future Characteristics
- Review of Older Adult Services
- Inventory of Senior Services

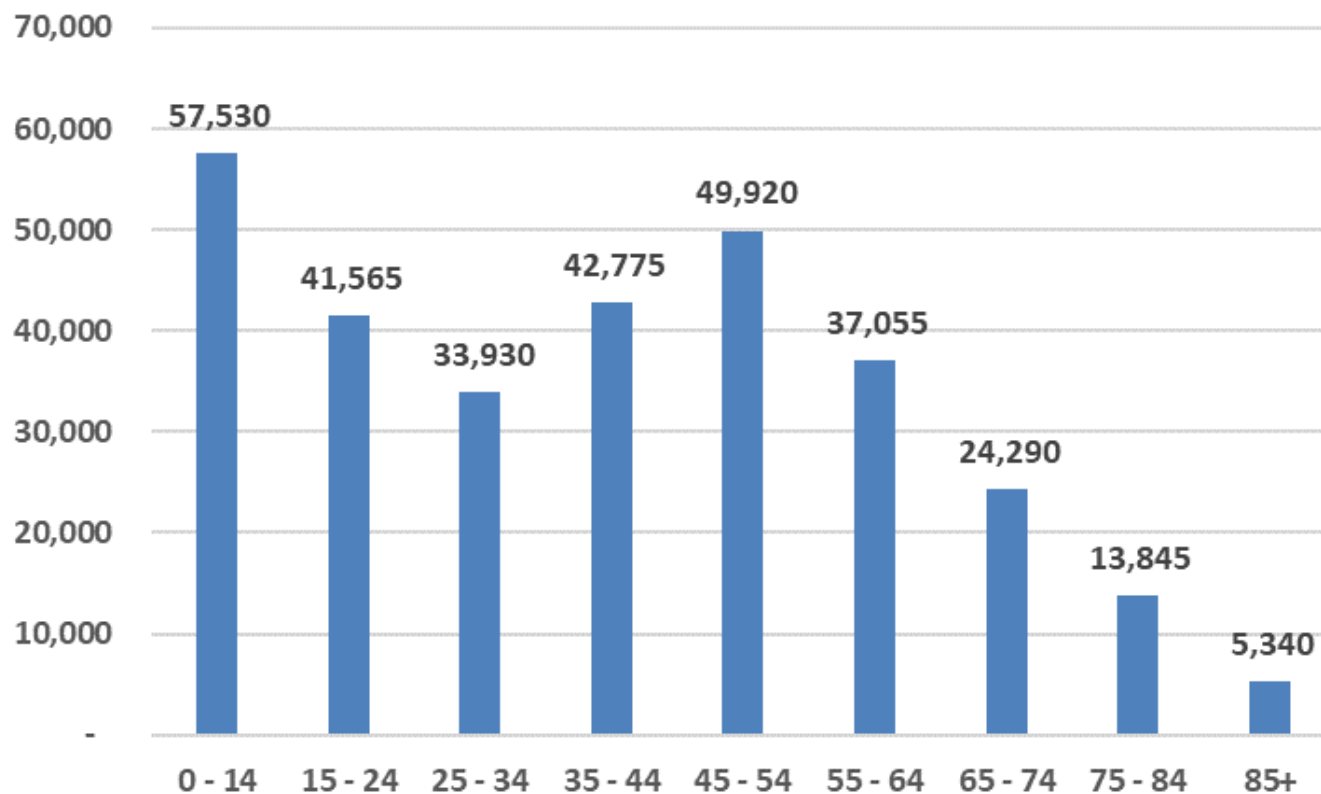
Findings – Policy Review

- World Health Organization, Global Age-Friendly Cities Guide
- Age-Friendly Communities in Canada: Community Implementation Guide
- Ontario's Action Plan for Seniors
- Creating a more Inclusive Ontario: Age-Friendly Community Planning Guide
- Advancing Accessibility in Ontario Framework
- York Region Seniors Strategy
- York Region Official Plan
- City of Vaughan Term of Council Excellence Strategic Plan
- City of Vaughan Official Plan, Transportation Master Plan, Pedestrian and Bicycle Master Plan, Recreation Strategy, Active Together Master Plan, Accessibility Plan

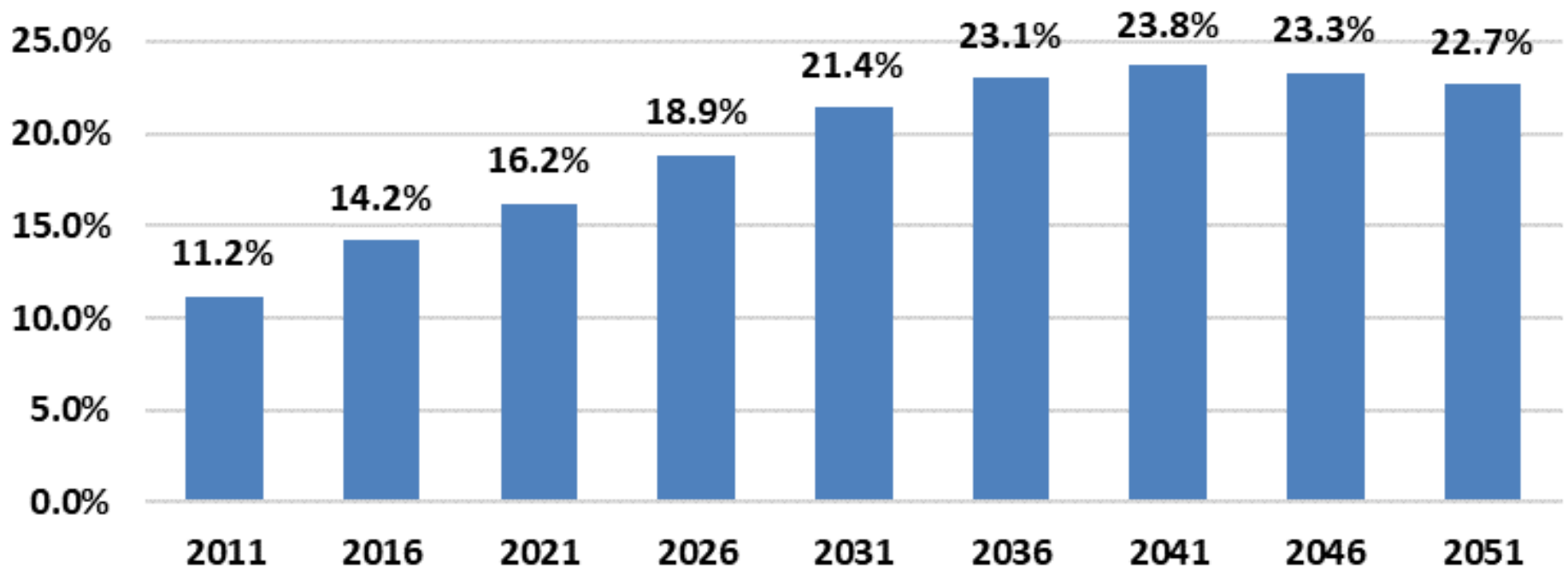
Findings – Jurisdictional Scan

1. City of Brampton
2. City of Richmond
3. City of Barrie
4. City of Hamilton
5. City of Markham
6. City of Toronto
7. County of Perth
8. City of Edmonton
9. City of Pickering
10. City of Kitchener

Findings – Population by Age



Findings – Population Growth 65+



* Provided by York Region – Confidential, Data Subject to Change

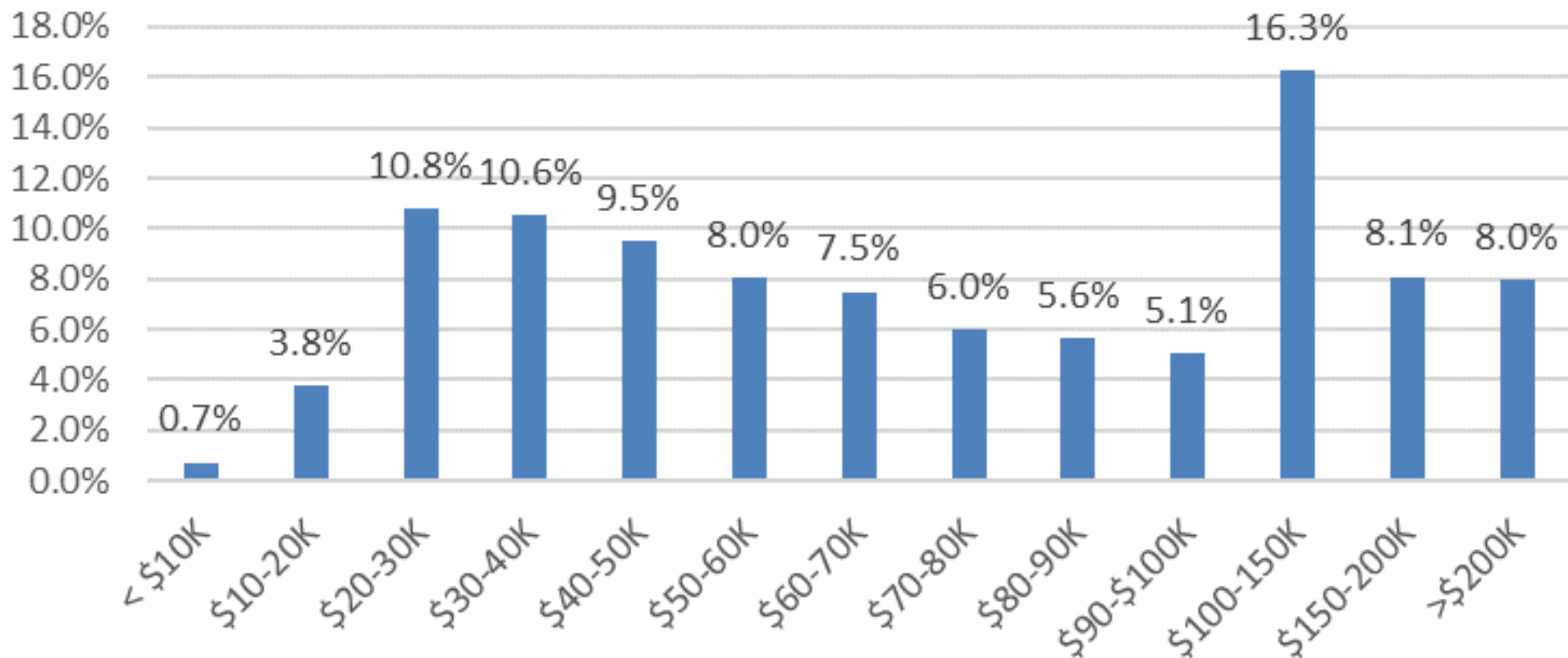
Findings – Risks for Isolation

- 5,395 seniors or 22.1% of seniors in Vaughan live alone
- 7,790 seniors in Vaughan or 18.7% of seniors cannot speak English
- National statistics show that 12% of Canadians age 65 and older feel socially isolated

Findings – Labour Force

Vaughan	Age 65+
Total - labour force status	41,650
In the labour force	7,385
Employed	7,030
Unemployed	355
Not in the labour force	34,260
Participation rate	17.7%
Employment rate	16.9%
Unemployment rate	4.8%

Findings – Senior Household Income



Findings – Housing Types

- 63% of Vaughan's seniors live in single-detached homes
- 23% live in apartment buildings
- 6% live in townhomes
- 5% in semi-detached homes
- 3% in secondary suites

Findings – Housing Affordability

- 6,710 senior led households (or 27.6% of seniors) spend more than 30% of income on shelter costs
- 2,090 senior led households (or 8.6% of seniors) spend more than 50% of their income on shelter costs
- 4,295 senior households (17.6%) are in core housing need
- 45% of senior renter households are in core housing need

Findings – Sense of Community

- 71.2% of York Region seniors report a somewhat strong or very strong sense of belonging to the local community.
- Almost 90% report their life satisfaction as satisfied or very satisfied.

Findings – Health

- 26.4% of York Region seniors perceived their health to be fair or poor.
- 30.9% of seniors in York Region have activity limitations.
- 16.2% of York Region seniors are obese.
- 52.2% of seniors in York Region report engaging in moderately active or activity physical activity.

Findings – Senior Services



Questions?



Your thoughts



Discussion

Strengths &
Assets

Challenges,
Gaps, Barriers

Opportunities &
Ideas