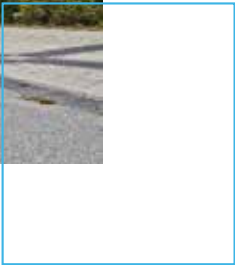
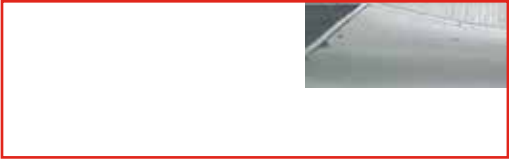




# Age-friendly Peterborough

## 2017-20

### IMPACT REPORT





The Age-friendly Peterborough 2017-2020 Impact Report highlights accomplishments of Age-friendly Peterborough (AFP) since the release of the AFP 2017 Community Action Plan. While this Report captures many successes, we recognize many actions are ongoing as we work toward continuous improvement and may not be mentioned. We have highlighted some of our “Champions of Change” partners and how they have helped the greater Peterborough area become more age-friendly.

Age-friendly Peterborough is a collaborative of passionate individuals, organizations, institutions, and businesses that provide a diverse perspective through an age-friendly lens. Our network includes: representatives from:

- First Nations
- Academia
- Planning
- Transportation
- Accessibility
- Not-for-profit agencies
- Senior sector businesses
- Government
- Health care professionals
- Senior centre and club representatives
- Communications and marketing specialists
- Retirement residences
- Home care providers
- and most importantly, those with lived experience

We did it together! Thank you! AFP would like to recognize the support we have received and acknowledge our network partners and volunteers; funders and sponsors; and older adults who have participated in our projects and thank them for enabling our community to become more age-friendly.

**For more information** about AFP visit [www.peterborough.ca/aging](http://www.peterborough.ca/aging) or contact:

Jayne Culbert, Age-friendly Coordinator

[jculbert@peterborough.ca](mailto:jculbert@peterborough.ca)

(705) 748-8830 ext. 3227



AFP is supported by the City of Peterborough, County of Peterborough, all 8 Townships, Curve Lake First Nation, Hiawatha First Nation, and United Way of Peterborough and District.

  
peterborough

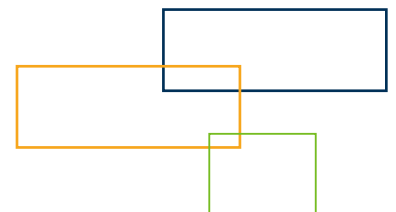


United Way  
Peterborough & District



# TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	4
AGE-FRIENDLY PETERBOROUGH .....	6
WHAT IS AGE-FRIENDLY .....	8
AGING IN PETERBOROUGH.....	9
DEMOGRAPHICS.....	10
BASIC NEEDS .....	14
STAYING MOBILE .....	17
BUILDING RELATIONSHIPS .....	20
LEARNING AND CONTRIBUTING .....	24
NEXT STEPS.....	28



# EXECUTIVE SUMMARY

## WORLD HEALTH ORGANIZATION AGE-FRIENDLY COMMUNITIES



The world is experiencing a significant demographic shift, with the number of individuals over 60 years of age growing faster than any other age group. In 2007, the World Health Organization (WHO) started a movement where active aging is regarded as a lifelong process shaped by several factors that improve health, participation, and security in older adult life. WHO defines an age-friendly community as one that encourages active ageing by adapting its structures and services to be accessible to and inclusive of older people with varying needs and capacities.



Civic Participation and  
Employment



Community Support  
and Health Services



Housing



Transportation



Respect and Social  
Inclusion



Social Participation



Outdoor Spaces and  
Buildings



Communication and  
Information

## PETERBOROUGH

Peterborough demonstrated its commitment to becoming age-friendly and was accepted into WHO Global Network for Age-friendly Cities and Communities on August 24, 2016.

The WHO identified eight domains, or theme areas to consider when planning for an age-friendly community. These domains have been incorporated into the AFP Community Action Plan.

# EXECUTIVE SUMMARY

Although Age-friendly Peterborough was branded in 2017, our history began in 2008 when the Peterborough Seniors Planning Table was formed. Below is a review of how we have changed.

**IN 2008** — the Peterborough Seniors Planning Table was formed to create opportunities for integration and capacity building within the system of services that support seniors and their families. Members were cross-sectoral representatives from senior support service organizations. The Seniors Planning Table was an informal group with City staff involvement with two co-chairs providing leadership to the 15 members.

**IN 2014** — we recognized that older adults needed to be part of the conversation, so the governance was changed, and the new group was branded as the Peterborough Council on Aging. Ontario Trillium Foundation funding was received, and a Coordinator was hired to conduct research, community engagement and develop the Community Action Plan.

**IN 2017** — the Community Action Plan was completed, and endorsed by City Council, County Council, all 8 Townships, Curve Lake First Nation, and Hiawatha First Nation. The Plan was organized into four goals and 146 actions were proposed.

**IN 2017** — The Age-friendly Peterborough Advisory Committee (AFPAC) was approved by the City of Peterborough Council on July 31, 2017 with the mandate of implementing the Age-friendly Peterborough Community Action Plan. AFPAC reports to the City/County Joint Services Steering Committee (now the Peterborough Regional Liaison Committee).

**IN 2017** — a family bequeathed approximately \$375,000 to the United Way for projects that support seniors. Thereby, the United Way is providing funding for AFP initiatives outlined in the Community Action Plan.

**IN 2018** — the City of Peterborough and the County of Peterborough agreed to create the new position of Age-friendly Coordinator to implement the Community Action Plan and focus on aging issues in the Community.

**IN 2020** - COVID-19 has had a significant impact across the globe and adjustments to services have been made to accommodate restrictions. AFP is working with senior sector service providers to keep older adults engaged with their community until the virus is under control.

# AGE-FRIENDLY PETERBOROUGH

Age-friendly Peterborough (AFP) is a collaborative that empowers and enables communities in the City of Peterborough, Peterborough County, Curve Lake and Hiawatha First Nations to support healthy aging.

## VISION

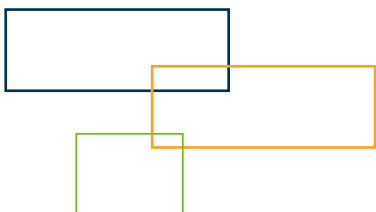
Peterborough is a thriving region that is inclusive, respectful, and accessible to people of all ages and abilities.

## AGE-FRIENDLY PETERBOROUGH ADVISORY COMMITTEE

The collaborative is led by the Age-friendly Peterborough Advisory Committee (AFPAC) who provides strategic direction for implementing goals outlined in the Age-friendly Peterborough Community Action Plan (the Plan). Through the Age-friendly Coordinator, AFPAC strives for effective coordination and communication between municipal departments, public and private partner organizations, Councils, community members, and associations in the implementation of the Plan activities.

AFPAC has four Working Groups who are responsible for driving over 140 recommendations and actions that aim to address issues faced by older adults while celebrating and benefiting from community involvement. AFPAC and Working Groups are comprised of volunteers, organizations, businesses, institutions, and local governments who contribute their time, expertise, and resources to implementing the Plan.

AFPAC also supports initiatives from other organizations who serve seniors. Together we aim to improve the quality of life of seniors in the greater Peterborough area.





# AGE-FRIENDLY PETERBOROUGH

## AFPAC SUCCESSES

**IN 2019** — accepted 2 awards: Sustainable Peterborough Partnership Recognition Award and Ontario Age-friendly Community Recognition Award.

**IN 2019** — provided input to the City's Planning and Development Services that applied an age-friendly lens to the draft Official Plan.

**IN 2020** — submitted a letter to Peterborough area MPs Maryam Monsef and Philip Lawrence, and MPPs David Piccini and Dave Smith to emphasize the need for improvements in our long-term care system.

**IN 2020** — provided letters of support for funding applications for over 20 organizations including Trent University; Fleming College; Ontario Health Communities Coalition; Community Care; The Mount Community Centre; Peterborough, Selwyn, and Asphodel-Norwood Public Libraries; and Peterborough Rowing Club.

**IN 2020** — provided input to Trent Lands long-term care facility proposal.

**IN 2020** — co-chaired the Teleconference: Agencies Supporting Older Adults through COVID-19 with Peterborough Public Health. A forum that enabled information sharing and partnerships to respond to COVID-19 and post-pandemic responses to support seniors.

**IN 2020** — co-chair of the Eastern Ontario Age-friendly Network.

**IN 2020** — represented and brought awareness about AFP at planning tables such as Sustainable Peterborough, Peterborough Immigration Partnership, and the Community Well-being Plan.

## 2020 AGE-FRIENDLY PETERBOROUGH ADVISORY COMMITTEE MEMBERS

**Keith Riel** (AFPAC Chair), City of Peterborough Council representative

**Karl Moher**, County of Peterborough Council representative

**Arnold Taylor**, Curve Lake First Nation Council representative

**Cynthia Gray**, Hiawatha First Nation Council representative

**Kerri Davies**, County of Peterborough community representative

**Shelley King**, City of Peterborough community representative

**Ann MacLeod**, Basic Needs Working Group Chair

**Danielle Belair**, Staying Mobile Working Group Chair

**Dawn Berry Merriam**, Building Relationships Working Group Chair

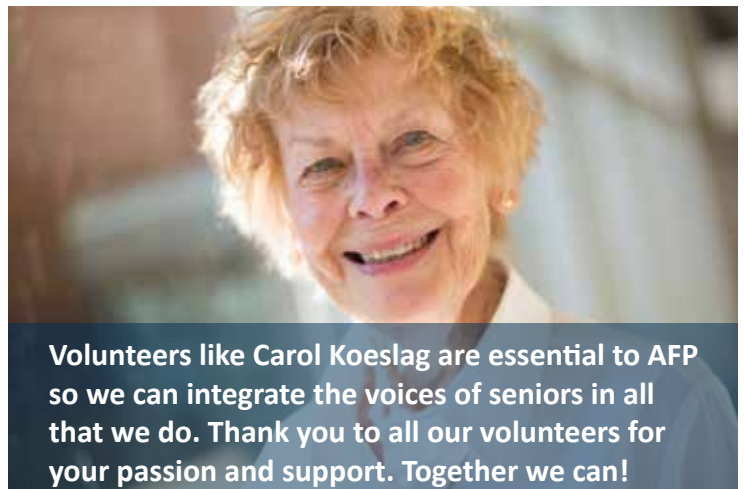
**Cathy Berges**, Learning and Contributing Working Group Chair

## STAFF SUPPORT

**Chris Kawalec**, Community Development Program Manager, City of Peterborough

**Jayne Culbert**, Age-friendly Coordinator, City of Peterborough

**Gloria Bray**, Administrative Assistant, City of Peterborough



Volunteers like Carol Koeslag are essential to AFP so we can integrate the voices of seniors in all that we do. Thank you to all our volunteers for your passion and support. Together we can!

# WHAT IS AGE-FRIENDLY

## WORKING GROUP GOALS

There are four standing Working Groups of the Advisory Committee:

- • Basic Needs
- • Staying Mobile
- • Building Relationships
- • Learning and Contributing

Each Working Group annually identifies priority projects and many Task Forces have been established.

AFP is working to ensure that older adults' basic needs are met; that they can get around the community; are supported to build and maintain relationships; and have the opportunity to learn, grow, and contribute.





# AGING IN PETERBOROUGH

In 2015, AFP conducted community consultations and found the top three areas of concern to be:



Community support  
and health services



Transportation



Respect & social  
inclusion

Many of our partner agencies have improved their services in these areas. For example, Community Care and Peterborough Regional Health Centre demonstrate how they have become more age-friendly.

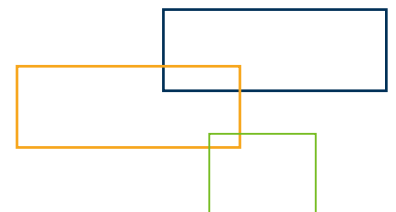
## CHAMPIONS OF CHANGE



### Peterborough Regional Health Centre

**Peterborough Regional Health Centre (PRHC)** has identified a goal to become a Centre of Excellence for Senior's Care. To date the following steps have been taken towards making PRHC Senior Friendly:

- Staff education as part of orientation and ongoing around senior specific issues.
- Policies and practices dealing with issues such as falls, dementia, elder abuse, delirium.
- Implementation of HELP (Hospital Elder Life Program) to look at preventing delirium.
- Specialized staff and services in the Emergency Department specific to the needs of older adults.
- Dedicated staff positions specific to Seniors Care.
- An out-patient clinic that is part of GAIN (Geriatric Assessment and Intervention Network).
- A Team of Physician specialists in Geriatric medicine and mental health.



# AGING IN PETERBOROUGH

## CHAMPIONS OF CHANGE



### Community Care

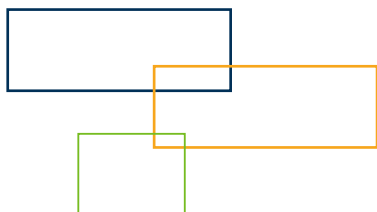
**Community Care empowers seniors to live at home** and operates eight local offices throughout the City and County of Peterborough. Last year, they served over 7,300 clients with the dedication and support of over 800 volunteers and 46 employees.

- Apsley, Buckhorn, Chemung, Havelock, Lakefield, Millbrook, Norwood – often in these small communities they are the only agency with a permanent presence.
- Staff presence at PRHC and CE LHIN Home & Community Care facilitate collaborative services for seniors.
- Go well beyond the traditional programs and services that they are funded to provide.
- Has strong relationships with local public and catholic schools to create opportunities for intergenerational connections and programming.
- Developed a Community Service Hub and Resource Centre in Apsley.
- In the process of developing a Community Service Hub and Resource Centre in Havelock.
- Partnership with Peterborough Family Health Team which resulted in their Access to Primary Care Program.
- Partnership with PRHC GAIN clinic whereby the clinic operates based out of our main office.
- Community Care provides administrative support and leadership to the local Elder Abuse Prevention Network committee.
- “Powerful Tools for Caregivers” is offered by Community Care staff in different locations in the City and County of Peterborough.
- Our Diners’ Clubs are used as opportunities to educate seniors about important topics such as Frauds and Scams, Falls Prevention and Safety in Your Home.
- Introduced and expanded Grocery Delivery and other essentials to vulnerable seniors.

## PROPORTION OF SENIORS 65 AND OLDER

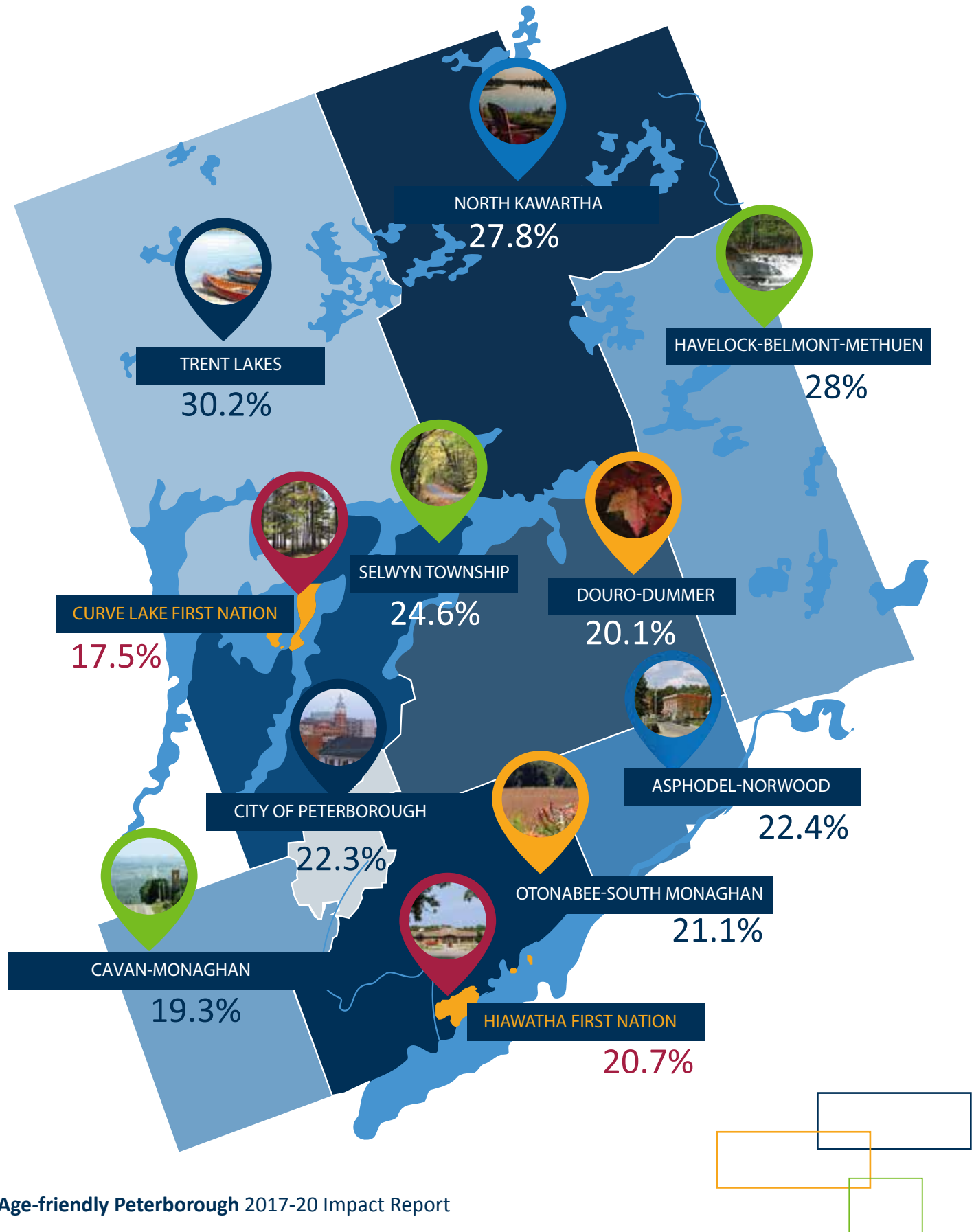
The adjoining map of Peterborough City and County shows the proportion of seniors 65 and older who live in the City, each Township, Curve Lake First Nation and Hiawatha First Nation relative to the Township’s population (Statistics Canada 2016).

- Trent Lakes **30.2%**
- North Kawartha **7.8%**
- Selwyn **24.6%**
- Asphodel-Norwood **22.4%**
- Douro-Dummer **20.1%**
- City of Peterborough **22.3%**
- Havelock-Belmont-Methuen **28.0%**
- Curve Lake FN **17.46%**
- Hiawatha FN **20.7%**
- Cavan- Monaghan **19.3%**
- Otonabee-South-Monaghan **21.1%**



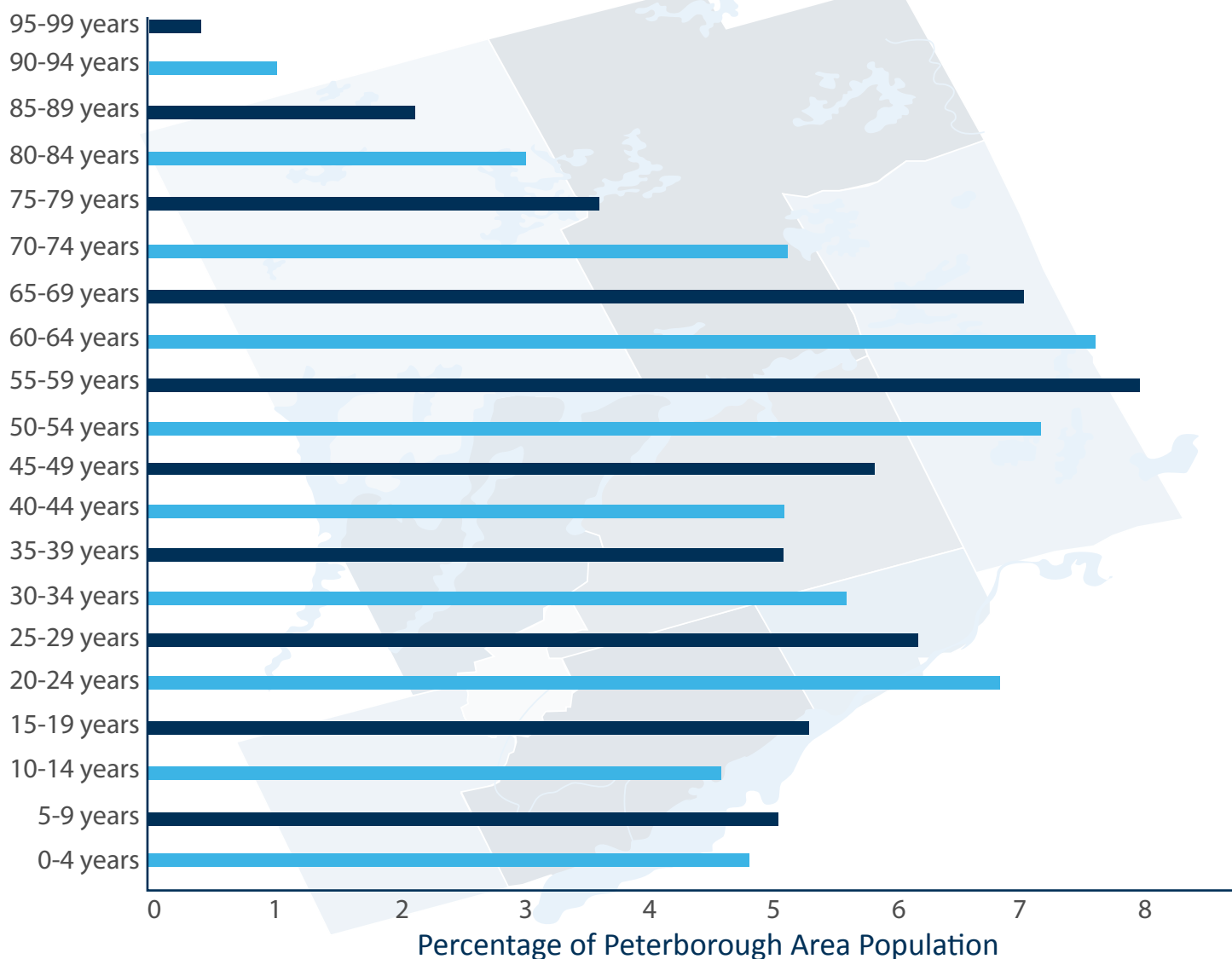
# DEMOGRAPHICS

## PROPORTION OF SENIORS 65 AND OLDER



# DEMOGRAPHICS

Peterborough has the highest percentages of older adult residents in the Province. The proportion of total population of Canada over 65 is 17.5%, in Ontario is 16.4%, as compared to Peterborough with 22.3%. (Statistics Canada, 2016).



**22.3%**  
of residents in  
Peterborough CMA were  
65+ years.

**6.4%**  
of residents were 80 years  
or older.

The percentage of seniors aged 65 and over in Peterborough is projected to increase substantially in the next ten years. In 2020, it is expected that 23.8% of Peterborough's residents are 65 and older. The senior population will continue to increase to 26.1% in 2025, 28.3% in 2030 and 29.1% in 2040.

By 2040, more than 20,000 Peterborough residents will be 80 years of age or older.

## HOUSING

One of the biggest challenges facing seniors is the rising cost of housing in Peterborough. According to the Canadian Mortgage and Housing Corporation, in 2019 the average monthly rent of a bachelor apartment in Peterborough was \$785, for a 1 bedroom \$942, for a 2 bedroom \$1104 and for a 3 bedroom \$1347. While the average price of homes in Peterborough went up from \$280,000 in 2014 to \$430,000 in 2018.

If a senior living in Peterborough was receiving the maximum Old Age Security and Canadian Pension Plans payments, their income would only be \$21,479.64. That would mean if they were living in a bachelor apartment that costs \$785 a month in Peterborough, 43.8% of their income (\$9,420) would be spent on rent alone. Bachelor apartments are also the most scarce type of housing in Peterborough, so it is likely that a senior renting in Peterborough would be living in at least a one bedroom unit and therefore spending at least 52.6% (\$11,304) of their income on housing. As a budgeting rule of thumb, it is recommended that less than 30% of a persons income be allocated to rent.

## SOCIAL ISOLATION

Research has shown that social connections and having close relationships are more important for healthy aging than smoking, drinking and exercise.

**“Social Isolation is the Public Health risk of our time. The secret to living longer may be your social life.”**

**Susan Pinker**

[https://www.ted.com/talks/susan\\_pinker\\_the\\_secret\\_to\\_living\\_longer\\_may\\_be\\_your\\_social\\_life/footnotes?referrer=playlist-the\\_secret\\_to\\_lifelong\\_friendship](https://www.ted.com/talks/susan_pinker_the_secret_to_living_longer_may_be_your_social_life/footnotes?referrer=playlist-the_secret_to_lifelong_friendship)

## SENIORS LIVING ALONE

In 2011, Peterborough residents living alone:

65+ years      80+ years  
**42.9%**      **19%**

**According to Statistics Canada reports in 2019:**

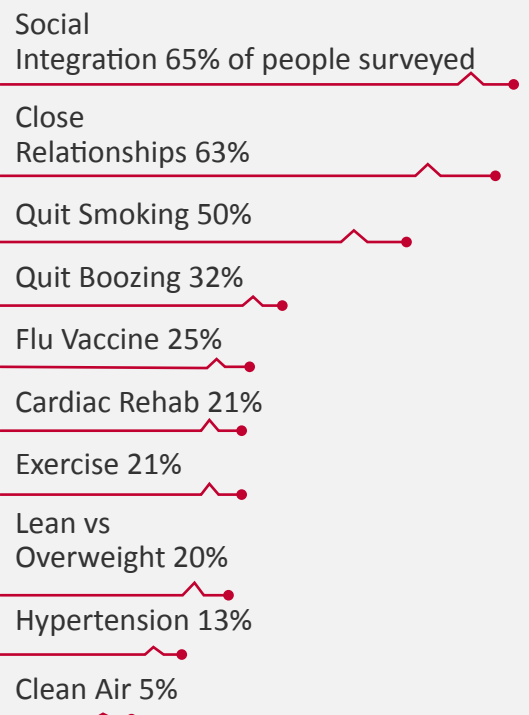
Canadian men and women, aged 15 and older, were just as likely to live alone.



But senior women 65+ years were nearly twice as likely to live alone than senior men.



## STAYING ALIVE - Predictors





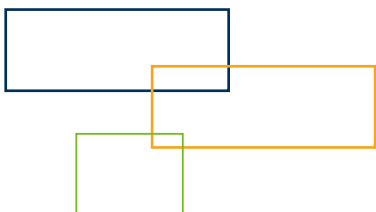
# OLDER ADULTS BASIC NEEDS ARE MET

## Goal 1

The goal of the Basic Needs Working Group is to complete actions to ensure older adult basic needs like housing, health care and income are met.

## STRATEGIC DIRECTIONS:

- diverse housing stock, infrastructure and supports to enable aging in place;
- accessible and diverse community support programs; and
- health care services in the right time and in the right place;
- enhanced support services for vulnerable older adults.





## PROJECTS

### Health and Housing Navigation Study

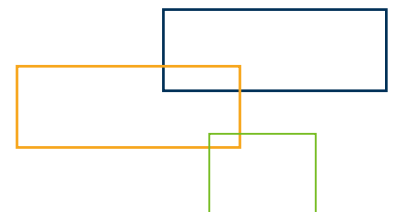
**Project Scope:** The aim of the Study was to establish improved access to resources to ensure seniors knew about options available to support them as their health and housing needs change. With input from the municipality, housing services sector, seniors, and organizations serving the greater Peterborough area, Peterborough Public Health Nurses were seconded to develop a searchable directory of seniors' housing and healthy aging services. This information will be available in 2021 through 211, a telephone help line and website that connects seniors and their caregivers to local community services.

Key services for seniors are being communicated through a print and electronic AFP newsletter, print and virtual service directory, and well-being tip sheets. See Building Relationships Social Isolation to Social Connection project for other initiatives stemming from the Health and Housing Study (see page 21).

**Community Support:** The Healthy Aging and Housing Task Forces include representatives from Peterborough Public Health, Peterborough Family Health Team, Trent/Fleming School of Nursing faculty, Community Care, Peterborough Public Health, City of Peterborough, Peterborough Housing Corp., Older Women Networking, Peterborough Newcomer Alumni, the Age-friendly Coordinator, and older adult volunteers.

A partnership was formed with Community Connection/211 Central East Ontario [www.communityconnection.ca](http://www.communityconnection.ca).

**Funding:** This project is supported by the United Way of Peterborough and District.



# BASIC NEEDS

## Community-wide examples of how Health and Housing in Peterborough has become more age-friendly.

- ☐ AFP representation on the Housing and Homelessness Steering Committee.
- ☐ **HOUSING ACCESS PETERBOROUGH** established a Community Housing Search tool, an online interactive map for people looking for rent-geared to income housing in the City and County of Peterborough [www.peterborough.ca/hap](http://www.peterborough.ca/hap).
- ☐ **SINCE 2019** the City of Peterborough has initiated Centralized Intake to improve access to affordable housing for all ages, including seniors.
- ☐ **IN 2018** the City of Peterborough passed the Zoning By-law 18-048 and Official Plan Amendment By-law 18-047 allowing Secondary Suites.
- ☐ **AFP** provided content for the United Way of Peterborough and District “Housing is Fundamental report”.
- ☐ **THE CITY OF PETERBOROUGH HOMEMAKERS PROGRAM** annually supports 100 low-income seniors and people with disabilities to enable them to age in their home.
- ☐ **HIAWATHA AND CURVE LAKE FIRST NATIONS** expanded their seniors’ outreach and visitation programs.
- ☐ **YMCA, COMMUNITY CARE, PETERBOROUGH FAMILY HEALTH TEAM AND ALZHEIMER’S SOCIETY** have strengthened partnerships and hired navigators to help seniors access supportive services in the community and encourage social prescriptions for wellness. Trent/Fleming School of Nursing community health students supported the development of these projects.
- ☐ **SENIORS CARE NETWORK** continues to provide support and consultation to Peterborough Region health care professionals.
- ☐ **IN 2019** the Peterborough Region Ontario Health Team, a multi-partnership collaboration, was established.
- ☐ **PETERBOROUGH PUBLIC HEALTH** led improved access to affordable food and dental programs for seniors.
- ☐ **IN RESPONSE TO THE COVID-19 PANDEMIC** Peterborough Public Health partnered with AFP to co-lead weekly teleconferences. This improved communication among senior sector service providers allowing us to have a collaborative response around Ministry of Health guidelines and changes in service.
- ☐ **THE CITY OF PETERBOROUGH** continues to offer the Low-Income Senior Property Tax Assistance Program.



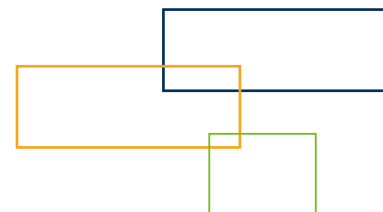
# OLDER ADULTS ARE ABLE TO GET AROUND THE COMMUNITY

## Goal 2

The goal of the Staying Mobile Working Group is to ensure older adults can get around the community.

## STRATEGIC DIRECTIONS:

- rural transportation options;
- improved public transit;
- roads with safety features that support the needs of older adults;
- a connected active transportation network;
- adequate accessible parking; and
- complete community design.



## PROJECTS

### Rural Community Transportation – “The Link”



**Project Scope:** is to create a transportation service between Curve Lake First Nation, Selwyn Township and the City of Peterborough that increases accessibility to those in the service area so they can access employment, medical appointments and services, education, shopping, entertainment etc. The project will include a feasibility study to review the effectiveness of the pilot project and evaluate options for delivering transportation service across the County. This project has started, however due to the COVID-19 pandemic, a request was made to the Province to extend the grant deadline from March 31, 2023 to March 31, 2025

**Planning Committee:** consists of Selwyn Township, Curve Lake First Nation, City of Peterborough, and Community Care Peterborough.

**Funding:** received by the Township of Selwyn through the Province of Ontario Community Transportation Grant for \$1.448 million over 4 years starting in 2019.

### Transit Education Program

**Project scope:** is to develop a strategy to increase awareness and outline transportation options to seniors. A Transit Training Program will educate and inform older adults about accessible features of local transit and other transportation services in the region. The Program could include a Transit Training video and bus tours to demonstrate the ease of using community transit. The video will augment the existing City of Peterborough Transit Training.

**Community Support:** this Program will be developed in partnership with Peterborough Transit and Community Care Peterborough.

### Walkability Assessments

**Project scope:** walkability measures how land use and the physical design of a community encourages walking. A Walkability Assessment provides municipalities with design recommendations on how facilities including parks, sidewalks, and neighbourhood planning can be age-friendly. Conducting a Walkability Assessment can enhance the planning process as it highlights neighbourhood strengths and assets, and identifies challenges and concerns that limit walkability. The project objective is to have healthy communities that provide safe, accessible and enjoyable places for everyone to walk, bike and be active as part of their daily routine.

**Two pilot Walkability Assessments were conducted in 2017:** one in Apsley on Burleigh Street, and one in the City of Peterborough on Hunter Street East. Municipal staff, agency staff, and local seniors participated and contributed to the two pilots that recommended actions for community infrastructure improvements. The assessment aimed to add value to existing municipal initiatives such as active transportation, road safety, accessibility, economic development, and age-friendly communities. The Working Group is currently developing a strategy for implementing this program. A train-the-trainer model will be used to coach municipal staff and volunteers on how to use the Walkability Assessment Toolkit.

**Funding** has been set aside by the United Way of Peterborough and District for training and program material.

Community-wide examples of how Peterborough has helped older adults to Stay Mobile.

## City of Peterborough

- ☐ **PETERBOROUGH TRANSIT** recently expanded their TransCab service to include more neighbourhoods.
- ☐ **PETERBOROUGH TRANSIT** implemented Google Transit, an app used to allow customers to plan a trip on transit [www.peterborough.ca/transit](http://www.peterborough.ca/transit).
- ☐ **ADDITION OF 3 COMMUNITY BUS ROUTES** to transit service.
- ☐ **UPGRADE OF 143 TRANSIT STOPS** with concrete pads and sidewalk connections.
- ☐ **UPGRADE OF 50 CONVENTIONAL TRANSIT STOPS** with transit shelters.
- ☐ **INSTALLATION OF PEDESTRIAN SIGNALS** at busy intersections.
- ☐ **INSTALLATION OF ENHANCED LADDER CROSSWALK** pavement markings at busy intersections.
- ☐ **UPGRADE OF PARKING KIOSKS** to allow people to make payments and add time via mobile device.
- ☐ **ADDITION OF ACCESSIBLE PARKING** as part of the Library Commons project.
- ☐ **CRAWFORD TRAIL EXTENSION** and addition of new multi-use trail connection Roper Drive to Parkhill.
- ☐ **UPGRADE OF PARKS** with installation of benches and sidewalk connections.

## County of Peterborough

- ☐ **IMPLEMENTATION OF THE COUNTY'S PILOT ROAD SAFETY AUDIT PROGRAM** for the intersections of County Road 24/Woodland Drive, County Road 9/County Road 10 and County Road 2/County Road 38.
- ☐ **INSTALLATION OF "SHARE THE ROAD"** signage throughout region of the County of Peterborough.
- ☐ **INSTALLATION OF PEDESTRIAN CROSSOVER ON COUNTY ROAD 9 (SHERBROOKE STREET)** at intersection of Longview Drive. In partnership with the Township of Cavan-Monaghan.
- ☐ **IMPLEMENTATION OF OVER 160 LANE KILOMETRES OF PAVED SHOULDERS** to support Active Transportation.
- ☐ **COMMUNITY CARE ENHANCED** and expanded Caremobile service with two new accessible vehicles, providing door-to-door transportation service throughout the rural areas of the County.

## City and County of Peterborough

- ☐ Community Care provides over 44,000 drives annually to 2,500 individuals living throughout the City and County of Peterborough to ensure people can get around the community.
- ☐ Community Care provides over 54,600 Falls Prevention & Exercise classes to 1,200 individuals annually.



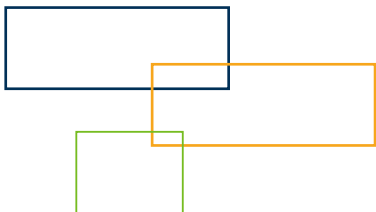
# OLDER ADULTS ARE SUPPORTED TO BUILD AND MAINTAIN RELATIONSHIPS

## Goal 3

The role of the Building Relationship Working Group is to initiate projects that ensure older adults feel supported to build and maintain relationships.

## STRATEGIC DIRECTIONS:

- vibrant downtown commercial areas;
- intergenerational programming;
- age-friendly parks and community facilities;
- diverse representations of aging; and
- outreach to isolated older adults;
- age-friendly businesses.





## PROJECTS

### Stories of Aging Advocacy, Activist Aging, and Community Change: Documenting the Lives and Perspectives of Older Change-Makers in Nogojiwanong/Peterborough

**Project scope:** Through interviews, participants reflected on their social change work throughout their lives, including in their later years. By focusing on older community members, this research sought to identify key issues faced by Peterborough’s aging population and to challenge narratives of decline and political disengagement commonly associated with aging. The project focused on the motivations, practices, relationships, and aging experiences of eight change-makers – five women and three men in their 60s through 90s.

**Community Support:** The project was led by the Trent Centre on Aging and Society.

**Funding:** The Trent Centre on Aging and Society provided financial support.

### Social Isolation to Social Connection: Seniors and their Familial and Formal Caregivers Responses to COVID-19

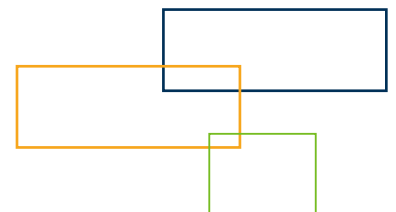
**Project scope:** The Social Isolation Task Force has been working on a four-part project to prevent and address social isolation among seniors and their caregivers during and after the COVID-19 pandemic. The overall aim of the research is to understand “how the pandemic has impacted the health and social well-being of older adults.” The goal of this study is to prevent and mitigate the negative impacts of social isolation not only in the context of the COVID-19 pandemic, but in everyday life and post-pandemic. (Featured in the Trent Centre for Aging and Society video series: [www.trentu.ca/aging/research](http://www.trentu.ca/aging/research)).

#### The project includes:

- Analysis of documents and interviews with seniors, family, and formal caregivers.
- Promising practices identified to investigate how communities within the greater Peterborough area and beyond are mitigating negative effects of social isolation among community dwelling older adults.
- Review of the greater Peterborough area current health and housing availability for seniors and our future need.
- Recommendations for future projects to promote healthy aging, to provide innovative housing solutions, and to mitigate social isolation.

**Community Support:** Community agencies and seniors have partnered with the researchers to provide input into the research question, project design, recruit participants and refine analysis of the findings.

**Funding:** was received from Trent University, McMaster University, and the Federal Government Summer Work Employment Program.



## PROJECTS

### Age-friendly Business Strategy

**Project scope:** An Age-friendly Business Guide has been designed to provide insight into the older adult market and to provide practical, no-cost, and low-cost tips to assist businesses in reaching and engaging the growing market of older adults. The Age-friendly Business Task Force is developing a program that includes a workshop, an age-friendly self-assessment tool, and recognition strategy. The objective of the program is to train staff how to engage older adult customers, especially those with dementia and other health issues, and how to make the physical environment safe and comfortable. AFP will publicly recognize businesses who participate in the program and take steps to become more age-friendly. The project will be piloted in Millbrook.

**Community Support:** Millbrook BIA has supported the pilot project. The Age-friendly Business Task Force consists of representatives from the Peterborough Chamber of Commerce, Community Care, Home Instead Senior Care, Jill Carty Designs, Dunne Mediation, Royal LePage, and older adult volunteers.

**Funding:** In 2016, AFP received a Provincial Grant to develop the Age-friendly Business Guide.

### Neighbour for Neighbour Program

**Project Scope:** As part of the senior service provider COVID-19 Communication Plan, the Neighbour for Neighbour concept was introduced. AFP appealed to neighbours to assist seniors who live in their communities. The “I’m Ready to Help” card is posted on the AFP web page. Trent/Fleming School of Nursing students are assisting with the promotion of this program.

**Community Support:** Trent/Fleming School of Nursing, Age-friendly Coordinator, and older adult volunteers.

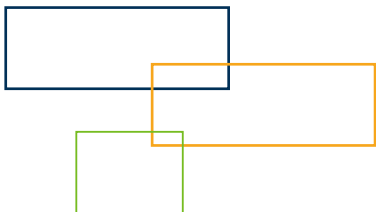
**Funding:** AFP will support this project.

### Intergenerational Storytelling through Puppetry

**Project Scope:** This community-based research sought to understand the experiences of socially isolated older adults living in a Long-Term Care home (LTC). 15 residents of Lakefield Extendicare, and 11 Home-schooled children and their parents, participated in intergenerational storytelling through puppetry. The children listened to the seniors’ life stories, and together they co-created a puppet performance. The process was documented through video. Findings demonstrated that intergenerational relationships were made, and communication skills between generations were enhanced through creating and performing together. Members of all ages recognized their potential through co-creation. It was noted that when the children visited the LTC home the mood of the residents and staff improved.

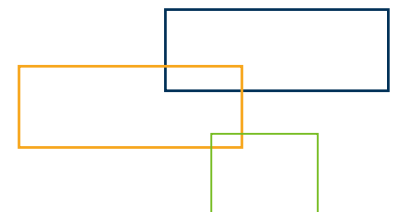
**Community Support:** This project was led by Artful Connections, in collaboration with Trent/Fleming School of Nursing, Peterborough & Area home-schooling network members and Lakefield Extendicare.

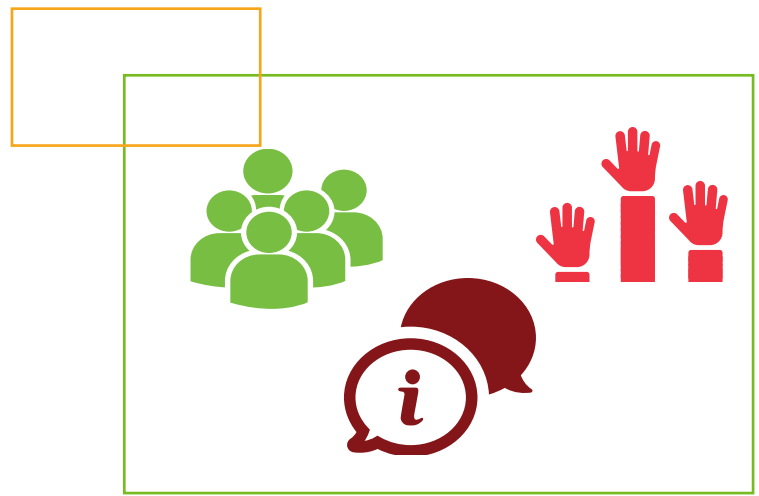
**Funding:** was provided by the Ontario Arts Council.



## Community Affiliated Accomplishments:

- ☐ **REFRAME FILM FESTIVAL** promotes insight to aging through film.
- ☐ **ALZHEIMER SOCIETY PETERBOROUGH** delivers the Minds in Motion Program.
- ☐ **TRENT UNIVERSITY “BODIES IN TRANSLATION”** digital storytelling workshop. The video was shown at the Peterborough ReFrame Film Festival. For more information <http://bodiesintranslation.ca/aging-vitalities-an-interview-with-nadine-changfoot/>
- ☐ **ARTFUL CONNECTIONS** received funding from the Ontario Arts Council for an Intergenerational Storytelling project. Edmison Heights Public School students were paired with seniors from Fairhaven Long-Term Care Home to produce puppet shows recorded by Lakefield College School students.
- ☐ **AFP** worked with Trent faculty and student researchers to prepare report “Policy Comparison of The Child Care and Early Years Act, (2014) and The Long-Term Care Homes Act, (2007)”.
- ☐ **AFP** participated in the Mount Community Centre Sub-committee on Intergenerational Development Planning at the Mount, Health and Social Services Hub.
- ☐ **AFP** provided connections for the Asphodel-Norwood Public Library who received grant funding to offer a new seniors’ program. Each week, the participants will meet over the phone, with a LifeBio moderator, to share their stories, writing process, and connect with others.
- ☐ **THE CITY OF PETERBOROUGH**, in partnership with the Rotary Club installed age-friendly outdoor exercise equipment in Beavermead Park.





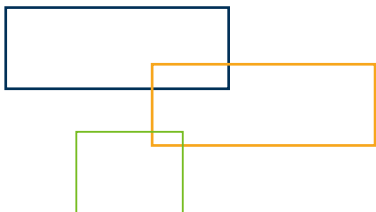
# OLDER ADULTS HAVE THE OPPORTUNITY TO LEARN, GROW AND CONTRIBUTE

## Goal 4

The goal of the Learning and Contributing Working Group is for older adults to have the opportunity to learn, grow, and contribute as they age.

## STRATEGIC DIRECTIONS:

- older adults will have life-long opportunities to learn, attend public meetings and events;
- older adults will have access to information in a variety of formats that allows them to remain engaged and informed;
- older adults will have diverse social and recreational opportunities; and
- older adults will be active members of their community through diverse and flexible employment options, well-coordinated and well promoted volunteer opportunities and participation in decision-making processes.



## PROJECTS

### Older Adult Recreation, Leisure and Facilities Study:

**Project Scope:** A study to identify the recreation and leisure needs of the older adults in Peterborough City and County and Curve Lake First Nations was conducted. Interviews were held with facilities that provide recreation and leisure opportunities and an extensive survey was conducted with older adults. The results and recommendations outline how we can engage more older adults to participate in recreation and social opportunities in their community. As a result, there has been an increase in collaboration between AFP and senior activity centres.

**Community Support:** Municipal Recreation Staff, Age-friendly Coordinator, United Way Peterborough

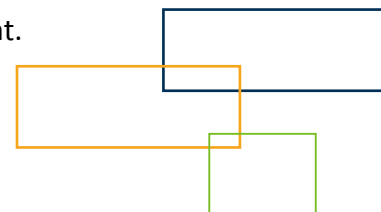
**Funding:** This study was supported by the United Way of Peterborough

### Seniors Showcase

**Project Scope:** The Seniors Showcase is a free annual event held at the Peterborough Sport and Wellness Centre organized by the Greater Peterborough Chamber of Commerce and AFP. The Seniors Showcase has two key features. The first is a trade show with over 100 exhibitors with products, services, and programs for seniors. The second are educational workshops that target the health and wellbeing of seniors. Started in 2013, the Seniors Showcase has an average of 750 attendees. Unfortunately, due to COVID-19 the 2020 event was cancelled. As an alternative, AFP is developing a virtual Service Directory. Senior sector service providers are participating in a five-minute interview that explains their program and provides contact information. These will be posted on the AFP YouTube channel and accessed through the AFP web page.

**Planning Committee:** The Seniors Showcase Task Force includes representatives from the Peterborough Chamber of Commerce, Community Care, Peterborough Family Health Team, Peterborough Regional Health Centre, Ontario Osteoporosis Strategy, City of Peterborough, and interested members of the community.

**Funding:** The Seniors Showcase is co-sponsored by the Greater Peterborough Chamber of Commerce and Age-friendly Peterborough. Sponsorship from local businesses support specific aspects of the event.



## PROJECTS

### Summit on Aging

**Project Scope:** The Summit on Aging formerly known as the Senior Summit is a full day event planned around a specific theme relevant to older adults and the professionals who work with this population. It takes place in the fall of each year. The event features guest speakers who share information on the chosen topic, a series of workshops presented by local experts, and an Information Village where service providers discuss their programs with seniors. Started in 2008, the Summit on Aging has an average of 175 attendees. Due to COVID-19, the 2020 event was cancelled.

**Planning Committee:** A Summit on Aging Task Force is led by a local organization whose mandate closely matches the topic for the year. The Task Force is made up of staff from the lead organization, Age-friendly Peterborough, the host location organization, and interested individuals.

**Funding:** AFP partners and local agencies, businesses and organizations support the Summit each year.

### AFP Communication Strategy

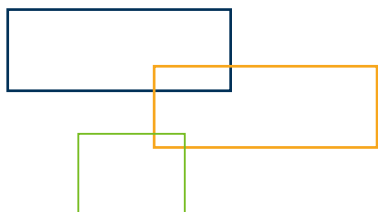
**Project Scope:** The Communication Task Force works to develop a Communication Strategy to ensure consistent messaging and tips and tools to facilitate communication internally, with external partners, and the community at large.

**The project includes:**

- Age-friendly Peterborough web page on the City of Peterborough website [www.peterborough.ca/aging](http://www.peterborough.ca/aging).
- AFP newsletter and service directory – COVID-19 edition.
- Healthy Aging Tip Sheets.
- Sponsorship opportunities.
- Promotion through social media and traditional channels.

**Community Support:** The Communication Task Force, led by Strexer-Harrop and Associates, includes representatives from Peterborough Retirement Residence, Comfort Keepers Peterborough, the Age-friendly Coordinator, and volunteers. The COVID-19 Communication Steering Committee included Peterborough Public Health and Home Instead Senior Care

**Funding:** AFP is supporting the work of this Task Force.





## PROJECTS

### Living and Aging Well Workshop Series

**Project Scope:** Living and Aging Well is a monthly workshop series held at the Peterborough Public Library to provide older adults with information and education on a variety of topics. Presenters come from the local community. The program also offers a social opportunity for seniors to connect with each other. The workshop series started in January 2020 and after a strong start, was cancelled at the onset of COVID-19. The Task Force is now developing virtual Living and Aging Well workshops that are being posted to the AFP YouTube channel and will be accessed through the AFP web page.

**Community Support:** The Library Task Force is led by the Peterborough Public Library and supported by the Age-friendly Coordinator, Home Instead Senior Care, Older Women Networking, and older adult volunteers.

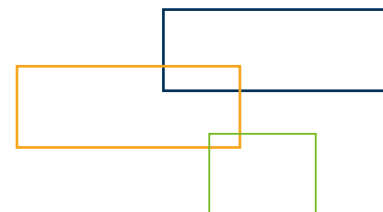
**Funding:** Home Instead Seniors Care is the first sponsor of this program to assist with light refreshments after the presentations.

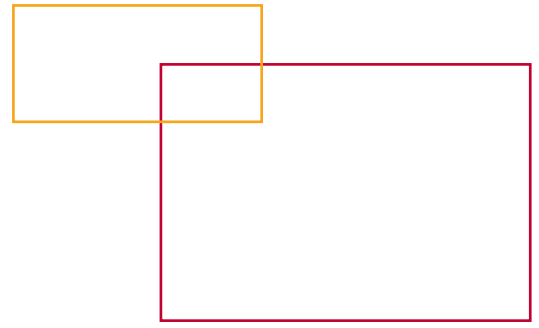
### Senior Centre Without Walls

**Project Scope:** In response to the increase in isolation among seniors, AFP is exploring using Senior Centre Without Walls telephone platform. Trent/Fleming School of Nursing students were recruited to develop the program utilizing the tools and best practices of other municipalities. Peterborough will be using a community approach where all organizations will have access to facilitating a program.

**Community Support:** Activity Haven Senior Centre, Trent/Fleming School of Nursing, Age-friendly Coordinator, and older adult volunteers

**Funding:** AFP will support this project.





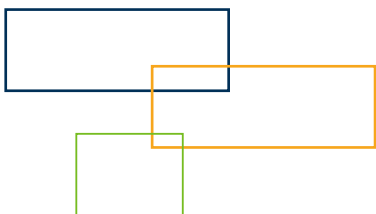
# NEXT STEPS

The Age-friendly Peterborough Community Action Plan identified a clear path forward to enhance programs, services, and infrastructure for older adults in the greater Peterborough area. The Plan, which is organized around four goals, identifies a series of strategic directions and proposed activities. AFP has prioritized and with support from partners and community volunteers, is currently managing ten of those projects.

As projects continue to evolve and include a greater number of community organizations and volunteers, AFP is increasing its advisory capacity and role. The Plan and many initiatives have been recognized as a provincial best practice. Current successes can be attributed to the leadership of AFPAC, volunteers on Working Groups, local organizations, staff, and support from funders.

The AFP Working Together meeting is held annually in December. It is an opportunity for all organizations and individuals involved in AFP to come together to highlight and celebrate the year's successes and plan for the upcoming year.

We will acknowledge the work of our community as we become more age-friendly by releasing an annual AFP Impact Report.



## Next Steps in 2021

### Age-friendly Peterborough Advisory Committee (AFPAC)

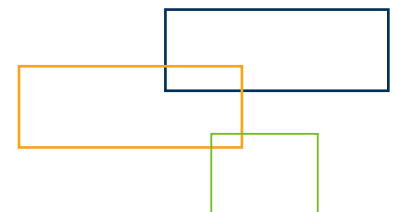
- ☐ **PRODUCE** an update on all activities outlined in the AFP Community Action Plan.
- ☐ **CREATE** an Age-friendly framework evaluation tool.
- ☐ **DEVELOP** a volunteer recruitment and recognition strategy.
- ☐ **INCREASE** our advisory role in the City of Peterborough, Peterborough County, Townships and First Nations, and in the senior service sector community.
- ☐ **PREPARE** to update the Community Action Plan in 2022 (every 5 years).

### Basic Needs

- ☐ **EXPLORE** recommendations for innovative housing solutions to meet the future needs of Peterborough seniors.
- ☐ **CONTINUE** to support and collaborate with health service providers to improve access to services that support healthy aging.
- ☐ **PROMOTE** the AFP senior's directory page on Community Connection 2-1-1 (to be released in 2021).
- ☐ **COLLABORATE** with the City of Peterborough GIS Team to develop a senior's Housing Mapping Tool.
- ☐ **AFP** members sit at the Ontario Health Team Table and will continue to provide two-way communication.

### Staying Mobile

- ☐ **DEVELOP** the Walkability Assessment Program and conduct three neighbourhood assessments utilizing the training and tools.
- ☐ **DEVELOP** the Transit Training Program in collaboration with City of Peterborough Transit and community partners.
- ☐ **SOLICIT FEEDBACK** from seniors to provide an age-friendly lens to the City of Peterborough Transportation Master Plan.
- ☐ **CONTINUE TO SUPPORT** the City of Peterborough, Peterborough County, Townships, and First Nations as they improve access to transportation services and active transportation routes.



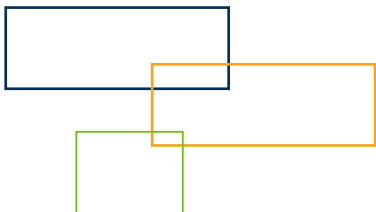
# NEXT STEPS

## Building Relationships

- ☐ **PILOT** the Age-friendly Business Program.
- ☐ **EXPLORE** recommendations outlined in the Social Isolation to Social Connection research and identify projects that will mitigate social isolation among community dwelling seniors in the greater Peterborough area.
- ☐ **IMPLEMENT** the Neighbour for Neighbour: Looking out for Seniors in your Community Project.
- ☐ **IMPLEMENT** Senior Centre Without Walls: Connecting You by Phone Program

## Learning and Contributing

- ☐ **SUPPORT SENIOR'S ACTIVITY CENTRES** as they offer virtual and limited on-site programs during COVID-19 and continue to collaborate with the senior's activity centres to implement recommendations outlined in the Older Adult Recreation, Leisure and Facilities Study.
- ☐ **PLAN** educational events for seniors according to the Public Health Guidelines. This may be in person or virtually through computer and phone-based platforms.
- ☐ **PRINT** and post Healthy Aging Tip Sheets.
- ☐ **PROMOTE** Library Technology Workshops geared to seniors.
- ☐ **CONTINUE** to develop the AFP YouTube Channel where the Virtual Service Directory and Virtual Workshops will be hosted.
- ☐ **UPDATE** the AFP web page to incorporate the new tools and be more accessible for older adults and their families.
- ☐ **DEVELOP** a social media platform for Facebook and Twitter.





# AFP VALUES

**ALIGNMENT** – Meeting the goals of the Age-friendly Plan will require alignment with related community plans. Action will be achieved by integrating the Plan outcomes within existing service-delivery and planning and governing structures.

**COLLABORATION** – Supporting healthy and active aging is everyone’s responsibility. Enhancing quality of life for older adults requires engagement of, and cooperation between older adults, all levels of government, service providers, community-based organizations, and civil society.

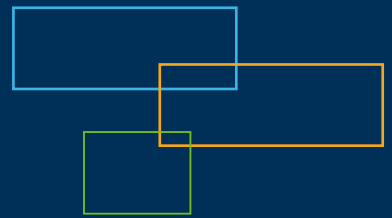
**DIVERSITY** – No two older adults are the same, and every person experiences the process of aging differently. Diversity of culture, race, gender, sexual orientation, physical and mental ability, and economic circumstance should be recognized and respected in all populations, including older adults.

**EQUITY** – Older adults, particularly those who experience vulnerability or marginalization, may require specific supports to access services depending on their circumstances. All older adults should have access to the services they require regardless of income, ability, or geography.

**INCLUSION** – To live is to age. Healthy and active aging is a process for everyone. Relationships across generations and across differences strengthen communities and support all residents to live and age well.

**INTERCONNECTION** – Creating age-friendly environments requires work across sectors which exist in relation to one another. Changes in one sector may impact access and service requirements in another.

**TRANSPARENCY** – The Age-friendly Peterborough Advisory Committee is committed to ongoing reporting on progress measures and the outcomes of the Age-friendly Plan.



For more information about AFP visit [www.peterborough.ca/aging](http://www.peterborough.ca/aging)  
or contact:

Jayne Culbert, Age-friendly Coordinator  
[jculbert@peterborough.ca](mailto:jculbert@peterborough.ca)  
Tel. (705) 748-8830 ext. 3227

