



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner of Community Services

Meeting Date: July 19, 2021

Subject: Report CSD21-012
Age-Friendly Peterborough 2017-2020 Impact Report

Purpose

A report to present the Age-friendly Peterborough 2017-2020 Impact Report.

Recommendation

That Council approve the recommendation in Report CDS21-012, dated July 19, 2021 of the Commissioner of Community Services, as follows:

That the Age-friendly Peterborough 2017-2020 Impact report be received for information.

Budget and Financial Implications

There are no budget or financial implications associated with the recommendation of this Report.

Background

The Age-friendly Peterborough (AFP) vision is that Peterborough is a thriving region that is inclusive, respectful and accessible to people of all ages and abilities.

The Age-friendly Peterborough Advisory Committee (AFPAC) was created on July 31, 2017 through Report CSSS17-006 with the mandate of implementing the [Age-friendly Peterborough Action Plan](#) (the Plan). The Plan was adopted by the City on February 27, 2017 through Report CSSS17-001 and subsequently adopted by the County of

Peterborough, all 8 Townships, Curve Lake First Nation, and Hiawatha First Nation. The Plan contains over 140 recommendations and actions that aim to address issues faced by older adults while celebrating and benefiting from their community involvement.

The Plan identifies 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, with support from partners and community volunteers, managed multiple projects over the last three years. 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.

AFPAC has four Working Groups and currently has 16 Task Forces responsible for implementing the Plan. The 2021 governance structure of AFP is attached in Appendix A. The Working Groups include:

1. **Basic Needs** whose goal is to support and promote diverse housing choices and services to age in place
2. **Staying Mobile** advocates for older adults to get around, utilizing safe modes of transportation in connected communities
3. **Building Relationships** provides outreach to isolated older adults and fosters intergenerational programming to present diverse representations of aging
4. **Learning and Contributing** improves access to information about healthy aging and empowers older adults to be involved in the community

The Working Groups are comprised of volunteers, organizations, businesses, institutions, and local governments who contribute their time, expertise, and resources to implementing the Plan. Current members include:

- 24 older adult volunteers
- Activity Haven
- Alzheimer Society
- Artful Connections
- Chartwell Retirement Residences - Jackson Creek
- Comfort Keepers
- Community Care Peterborough
- Council for Persons with Disabilities
- Curve Lake Health Centre
- Dunne Mediation
- Elder Abuse Prevention Ontario
- Fleming College
- Geriatric Health Board
- Hiawatha First Nation
- Home Instead Senior Care
- Jill Carty Designs

- Kawartha Centre
- Kawartha Heights Retirement Living
- Merriam & Associates
- Newcomers Alumni
- Northwood Mortgage
- Older Women Networking
- Ontario Osteoporosis Strategy
- Peterborough County/City Paramedics
- Peterborough Family Health Team
- Peterborough Housing Corp
- Peterborough Public Library
- Peterborough Public Health
- Peterborough Regional Health Team
- Peterborough Retirement Residence
- Senior Ladies Living Together
- Spinal Injury Ontario
- Strexer-Harrop and Associates
- Suzi Home Maker
- The Community Training and Development Centre
- Trent Centre for Aging & Society
- Trent University
- United Way & District

Many City Divisions have provided important contributions to implementing the Plan including Staff from Accessibility, Social Services, Housing, Emergency Management, Fire Services, Recreation and Transportation.

The Age-friendly Coordinator leads the implementation of the Plan providing project management through a collaborative approach where community partners play active roles. The Coordinator develops and maintains an annual “Age-friendly Report Card” that showcases the age-related activities and success in the community.

Age-friendly Peterborough 2017-2020 Impact Report

The [Age-friendly Peterborough 2017-2020 Impact Report](#) (the Impact Report) attached as Appendix B, highlights accomplishments of AFP and some partner organizations since the release of the Plan in 2017.

The Impact Report describes the history of AFP and Peterborough’s commitment to becoming age-friendly when accepted into the World Health Organization (WHO) Global Network for Age-friendly Cities and Communities. It provides an overview of what aging in Peterborough looks like, the current demographic profile and projected growth of the aging population. The Impact Report outlines key projects of each goal; Older adults basic needs are met; Older adults are able to get around the community; Older Adults

are supported to build and maintain relationships; and Older adults have the opportunity to learn, grow and contribute.

In the last three years, AFP has:

- Completed a Health and Housing Navigation Study where a searchable directory of seniors' housing and healthy aging services was developed. This information will be available in the spring 2021 through 211, a telephone help line and website that will connect older adults, their family, and care providers to local community services.
- Contributed to the Selwyn Township Rural Community Transportation project. "The Link" will provide a transportation service between Curve Lake First Nation, through Selwyn Township to the City of Peterborough that will increase accessibility to those in the service area.
- Developed an Age-friendly Business program that involves training 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.
- Conducted a Social Isolation to Social Inclusion research project that identified ten recommendations that informed the AFP 2021 work plans to develop actions that address isolation.
- Organized successful annual events such as the Seniors Showcase and Summit of Aging that provide educational, informational, and social opportunities targeted at older adults. The Showcase has an average of 750 attendees and approximately 175 attend the Summit on an annual basis.
- Completed an Older Adult Recreation, Leisure and Facilities Study that identified the recreation and leisure needs of older adults. The results and recommendations outline how the community can engage more older adults to participate in recreation and social opportunities in their community.
- Accepted 2 awards: Sustainable Peterborough Partnership Recognition Award and Ontario Age-friendly Community Recognition Award.

As projects continue to evolve and include a greater number of community organizations and volunteers, AFP is increasing its advisory capacity and role.

United Way of Peterborough and District has been an integral partner and funder of AFP projects. They have supported the following projects:

- Recreation & Leisure Needs Assessment - \$80,000
- Age-friendly Peterborough Report (video footage) - \$40,000
- Health and Housing Navigation Study - \$31,900

- Age-friendly Coordinator - \$10,000/year x 3 years

The Impact Report was approved by the Peterborough Regional Liaison Committee on June 10, 2021.

Age-friendly Peterborough Response to COVID-19

In 2020, COVID-19 had a significant impact locally and across the globe for seniors. Seniors have suffered due to their high vulnerability to the virus. Many AFP initiatives, and the services of other organizations, aimed to bring seniors together in social settings to promote interaction and combat isolation were cancelled or reduced. Adjustments to services needed to be made to accommodate ever changing COVID-19 restrictions. These accommodations will continue until the virus is under control, however, local service providers are resolved to looking for innovative solutions to service older adults in the greater Peterborough area.

In May 2020, in response to the pandemic, AFP along with Peterborough Public Health, co-chaired the COVID-19 Agencies Serving Seniors Community of Practice and created a newsletter with a service directory that listed services available at the onset of COVID. The [AFP newsletter](#) was delivered to 3,000 seniors in the greater Peterborough area through AFP partners and is posted on the AFP website (www.peterborough.ca/aging).

At the onset of COVID-19, AFP appealed to communities to assist each other, especially those who are vulnerable during this time of need. AFP is working on a Neighbours for Neighbours program of which one component is the [I'm Ready to Help card](#). A neighbour provides their name and phone number and outlines how they can help a senior, e.g. grocery shopping, grass cutting, friendly phone call. The card is then dropped at the door and the older adult can call if they would like the assistance. This program will be pursued once the pandemic is over.

AFP and Activity Haven Senior Centre developed a Senior Centre Without Walls program that targets older adults who do not have or use computers. Those over age 50 are invited to join a conference call using their telephone where they can participate in social, educational and recreation activities.

The Seniors Showcase and Summit on Aging are two annual educational events hosted by AFP. They were both cancelled in 2020. However, partners are rallying together to provide virtual events in 2021. AFP will again partner with the Greater Peterborough Chamber of Commerce to plan the Seniors Showcase. Recorded service provider interviews and workshops will be posted online and promoted in the month of June. Community Care will lead the Summit on Aging with support from AFP on October 28, 2021. Participants can register for virtual workshops aimed to keep older adults active and engaged in the current environment.

AFP received funding and support from Trent University to conduct a Social Isolation to Social Connection project. The research included interviewing frail seniors, their family, and caregivers to assess levels of isolation prior to and during COVID-19. The results

produced ten recommendations to decrease social isolation in the greater Peterborough area. The 4 Working Groups have incorporated the recommendations into their 2021 workplans.

Through the pandemic, AFP continued to be the informal hub that connects people, projects, and resources.

Next Steps

AFP is one of four municipalities identified and invited by Ontario Age-friendly Communities to participate in their Pilot Evaluation Workshop Series for Age-Friendly Community Initiatives. AFP has recruited members to the Evaluation Task Force who will attend the workshops and incorporate the tools into an evaluation of the AFP Community Action Plan, conduct an internal process review, facilitate community consultation, and oversee the development of a 2023-2025 Community Action Plan. This will be a two-year project.

Summary

The Age-friendly Peterborough 2017-2020 Impact Report highlights how the greater Peterborough area has become more age-friendly over the last three years. AFP and community partners have completed many initiatives outlined in the Community Action Plan. While COVID-19 has delayed some projects, others have been modified to meet the current needs of greater Peterborough area older adults.

AFP is a collaborative of passionate individuals, organizations, institutions, businesses, and local governments that provide a diverse perspective through an age-friendly lens to improve the quality of life for older adults in the Greater Peterborough area. AFP recognizes the support received from the community and acknowledges network partners and volunteers; funders and sponsors; and older adults who have participated in AFP projects.

Submitted by,

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Commissioner of Community Services

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Attachments:

Appendix A: 2021 Governance Structure of Age-friendly Peterborough
Appendix B: Age-friendly Peterborough 2017-2020 Impact Report