



City of  
**Peterborough**

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**To:** Members of the Joint Services Steering Committee

**From:** Allan Seabrooke, Commissioner of Community Services

**Meeting Date:** June 14, 2018

**Subject:** Report CSSSJSSC18-005  
Age-friendly Peterborough Advisory Committee Update

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## **Purpose**

A report to provide an update on the activities and plans of the Age-friendly Peterborough Advisory Committee (AFPAC).

## **Recommendation**

That the Joint Services Steering Committee endorse the recommendation outlined in Report CSSSJSSC18-005 dated June 14, 2018, of the Commissioner of Community Services, as follows:

That the update report on the Age-Friendly Peterborough Advisory Committee be received for information.

## **Budget and Financial Implications**

There are no budget or financial implications resulting from the endorsement of the recommendation in the report.

## **Background**

AFPAC was created by City Council on July 31, 2017 through Report CSSS17-006 to implement the Age-friendly Plan in collaboration with local stakeholders. AFPAC replaced the Peterborough Council on Aging which had existing networks of support among local organizations, institutions, municipalities, and volunteers to advance community priorities to support an aging population.

Members of AFPAC have been settling into the new organizational and governance structure while working to initiate the implementation of the Age-friendly Plan. The activities of the AFPAC in early 2018 include:

- Applying for new funding from the United Way of Peterborough and District (UWPD)
- Proceeding with hiring of the new permanent position of Age-friendly Coordinator

The hiring of the Age-friendly Coordinator is underway. Once hired, the capacity of AFPAC to begin implementation of recommendations in the Age-friendly Plan will increase.

### **United Way Funding Support**

In late 2017, the UWPD contacted Age-friendly Peterborough with a funding opportunity. The UWPD was bequeathed approximately \$375,000 to support seniors in the Peterborough area. Building on the extensive research and community consultation that went into developing the actions and strategies contained in the Age-friendly Plan, the UWPD partnered with Age-friendly Peterborough to assist with the implementation of the Age-friendly Plan.

The funding is expected to cover expenses over the next 3-4 years; however, there is no strict deadline connected to the funding. Currently, \$165,000 of the funding has been allocated to four projects being implemented by the AFPAC Working Group as described below. There is \$30,000 being allocated to support the salary of the Age-friendly Coordinator position through annual contributions of \$10,000 in each of the next 3 years.

This funding will strengthen the partnership between AFPAC and UWPD by working toward the mutual goal of addressing the needs of high risk seniors in the community.

### **Working Group Activities**

AFPAC is comprised of four Working Groups that focus on implementing the Age-friendly Plan. Each Working Group has 10 to 20 members. The projects they are working on are as follows.

#### **1. Basic Needs Working Group**

This Working Group is currently developing a project that examines a combination of health and housing needs of current seniors and our aging population. Key local partners engaged with this project include: Peterborough Public Health, Peterborough Family Health Team, the City's Housing Division, Peterborough Housing Corporation, Peterborough Regional Health Centre, Community Care Peterborough, VON, and local volunteers. The Central East Local Health Integration Network is also being consulted.

This project is of interest to the UWPD and may result in further allocations of funding for implementation.

## **2. Staying Mobile Working Group**

This Working Group piloted two Walkability Assessments in 2017, one on Hunter Street East in Peterborough and a second on Burleigh Street in Apsley. The objectives of these walks were to identify positive features and areas of improvement for older adults using pedestrian infrastructure. A strategy is currently being developed to allow this program to be used by all local municipalities with the support of AFPAC. The UWPD has invested \$5,000 in this project.

Rural transportation is a common challenge for many County residents, including older adults. This Working Group contributed to a successful Community Transportation Grant Application submitted by the Township of Selwyn in partnership with Curve Lake First Nation, Community Care Peterborough, and the City of Peterborough. The Township of Selwyn will receive just under \$1.5 million over 5 years to develop a transportation service that will connect these communities along with the transportation services offered by Community Care Peterborough to seniors and people with disabilities. The tentative route will have two buses traveling in opposite directions from Curve Lake, to Lakefield, Trent University, Portage Place Mall, Bridgenorth and Ennismore.

## **3. Building Relationships Working Group**

The main goal of this Working Group in 2018 is to implement the Age-friendly Business Strategy that was created in 2017. This Strategy aims to partner with local businesses and provide information and tools to serve the needs of an aging population, such as:

- Customer service training
- Accessibility
- Product placement suggestions
- Furniture and amenities
- Light and sound levels
- Appropriate portion sizing
- Delivery services
- Dementia behaviour recognition

The implementation of this program will be led by the Age-friendly Coordinator who will ensure reliable and consistent assistance to businesses. The UWPD has invested \$10,000 to assist with implementing this program.

This Working Group has also partnered to deliver training and workshops in the areas of isolation and elder abuse with organizations that focus on this issue. By engaging with these partners to identify gaps in service and outreach, this Working Group aims to enhance and improve services and programs where appropriate.

## **4. Learning and Contributing Working Group**

This Working Group has several new and existing programs being planned and implemented. The Age-friendly Peterborough Community Report TV show is a new

project that started in 2018. The project will create a series of 10-12 shows showcasing topics that are important to an aging population. Examples of topics being considered include:

- Mobility and Transportation
- Elder Abuse
- Dementia
- Living with Chronic Illness
- Technology
- Healthy Eating

A partnership has been established with YourTV (previously Cogeco) to broadcast the show. The shows will also be available on the Age-friendly Peterborough website, which is currently being developed. The purpose of this project is to provide relevant information on topics that are accessible on television and through online videos. The UWPD invested \$40,000 into this project.

The Learning and Contributing Working Group is also working on a Recreation and Leisure Needs Assessment that will determine the future recreation and leisure needs of an aging population in the Peterborough area. This project is being developed in partnership with the three Activity Centres that focus on serving seniors (Mapleridge, Activity Haven, and McDonnel Street), three fitness centres in the City of Peterborough (Peterborough Sport and Wellness Centre, YMCA, and Trent Athletics), the 8 Townships, both First Nations and the City's Recreation and Social Services Divisions. A consultant will be hired to undertake the work of this project. The UWPD invested \$80,000 into this project.

Ongoing projects currently underway include organizing the annual Seniors Showcase and the annual Summit on Aging. The Seniors Showcase will take place on June 20<sup>th</sup> at the Peterborough Sport and Wellness Centre and is co-hosted with the Greater Peterborough Chamber of Commerce.

The Summit on Aging is taking place on October 25<sup>th</sup> at Trent University, Gzowski College and is co-hosted with the Trent Centre for Aging and Society. The theme of this year's event is dementia with the Alzheimer Society and Kawartha Centre taking the lead for organizing the content of the event.

### **Awards and Recognition**

Age-friendly Peterborough recently received two awards recognizing the work being done to advance the priorities of an aging population. The first award was the Ontario Age-friendly Community Recognition Award presented by the Ministry of Seniors Affairs. The City of Peterborough, the County of Peterborough, and Curve Lake First Nation each received this award for developing and adopting the Age-friendly Plan.

The second award was received from Sustainable Peterborough. AFPAC was presented with an award in the category of Healthy Communities in recognition of the

actions outlined in the Age-friendly Plan that contribute to a sustainable community for older adults.

## Summary

AFPAC is actively implementing the actions outlined in the Age-friendly Plan through partnerships with local organizations, institutions, businesses, municipalities, and volunteers. A new funding partnership with UWPD has been beneficial to this process.

Submitted by,

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