



agefriendly
EDMONTON

2013/2014
**ANNUAL
REPORT**

Completed by:
**Age Friendly Edmonton
Steering Committee**
May 20, 2014



EDMONTON
SENIORS
COORDINATING
COUNCIL



Overview

1. Background

Age Friendly Edmonton is a results-orientated initiative to improve the quality of life for Edmonton seniors and respond to the growing number of seniors in Edmonton.

Co-lead by the City of Edmonton and Edmonton Seniors Coordinating Council, Age Friendly Edmonton is a partnership of over 55 organizations committed to building a city that values, respects and actively supports the well-being of seniors.

Age Friendly Edmonton is informed by thousands of Edmontonians who shared their views on how to improve the quality of life of Edmonton seniors. The result is an action plan: "Vision for an Age Friendly Edmonton", using the Age Friendly checklist prepared by the World Health Organization. It identifies gaps, needs and recommended actions for nine key areas, from community support services to housing, social and recreation participation to health services, transportation to respect and social inclusion, communication and information, civic participation,

volunteerism and employment and outdoor spaces and buildings.

The Age Friendly Edmonton Action Plan and the five year workplan were presented and endorsed by City Council in 2012. Age Friendly Edmonton Steering Committee and nine working groups were established and annual ongoing municipal funding of \$375,000 was approved, beginning in 2013.

2. Importance of Age Friendly Edmonton

Edmonton's population is aging. In 2011, 22.8% of Edmontonians were aged 55 years and older. In 2041, 32% of Edmontonians will be seniors. The number of seniors aged 55 – 64 is projected to more than double and the number of seniors aged 80 plus is projected to increase by as much as 266%.

Edmonton is part of a global movement to make cities friendlier for people of all ages. To proactively plan for more seniors, the City of Edmonton became a member of the World Health Organization (WHO) global network of Age Friendly

Cities in 2010. The network has 145 members across 22 countries worldwide, as well as 11 affiliated programs.

Creating an age friendly city advances the City's goal of improving Edmonton's livability.

From increased senior supports that benefit the families and friends of seniors, to accessible buildings, parks and urban design, to increased engagement of seniors in our community, creating an age friendly city helps us all. **"A city that is friendly to seniors is friendly for all ages."**

3. 2013/ 2014 Age Friendly Edmonton Report

The following report includes 2013 project accomplishments, 2014 proposed plans and 2014 accomplishments completed between January – May 20, 2014. The report also includes key organizations and community partners involved with Age Friendly Edmonton's projects.

Age friendly is relevant and beneficial to seniors, families, communities, business, organizations, and government. It supports a unique collaborative approach with involvement from many diverse partners — all working towards a common goal of supporting Edmonton to be a great place to live in and grow older.

Age Friendly Edmonton is creating momentum. Organizations and leaders within and outside of the seniors sector are stepping up, implementing new ideas, and building upon the many successful seniors' initiatives already underway in Edmonton. Great progress is being made. It is building stronger communities and helping our city be one where seniors are included, valued and respected.

4. Leadership and Profile

Age Friendly Edmonton has received significant provincial, national and international profile and is recognized as an age friendly leader. Many cities regularly consult with Age Friendly Edmonton to learn about projects, approaches and accomplishments. Highlights and plans include:

- Age Friendly Edmonton representatives attended and presented at the International Age Friendly Cities Conference in Quebec City with 700 delegates from forty-six countries.
- Edmonton also co-hosted a national networking meeting for eighty Canadian participants.
- Over 100 participants attended an Age Friendly Edmonton Conversation Café in December to hear highlights from the conference and learn promising practices.
- Sheila Hallett and Carol Ching participate on the Age Friendly Cities Pan Canadian Reference Group to learn about age friendly initiatives throughout Canada and share updates.
- Age Friendly Edmonton's accomplishments were highlighted in a national webinar.
- Edmonton was profiled in Federation of Canadian Municipalities "Canada's Aging Population" report.
- Edmonton continues to be a member with the World Health Organization's Global Network of Age Friendly Cities.
- An Age Friendly Conversation Café is planned for June 25, 2014 to share research reports.

5. Evaluation

Age Friendly Edmonton's Evaluation Framework was developed in 2013. Evaluation resources are currently being developed, and plans are being implemented to measure project outcomes.



6. Other Age Friendly Projects

It is important to acknowledge other age friendly initiatives completed by the City of Edmonton, seniors sector and community stakeholders. Examples of 2013 initiatives include Transportation Department's Age

Friendly Transportation Strategy, Edmonton Police Service's Seniors Protection Strategy, and age friendly input and involvement by seniors with civic election and census.



II. 2013/2014 Committee Plans and Accomplishments

Area	2013 Accomplishments	2014 Plans and Accomplishments
Civic Participation, Volunteerism and Employment	<ul style="list-style-type: none"> • In August, City of Edmonton's "Seniors Connections — Employment and Volunteer Opportunities for Seniors Event" was held at City Hall with presentations by Mayor Mandel and Betty Loree and display of city services. Over 150 participants were introduced to a variety of employment and volunteer opportunities, 40 senior applications were received by the election office and four seniors were hired into City of Edmonton positions. • Age Friendly Promising Practices Workplace Research was completed. • Seniors was a focus at the City of Edmonton's 2013 Connections Event held in May through targeted promotion to seniors' organizations and seniors' displays. • Age Friendly input was provided with City of Edmonton's Community Engagement Guidelines. 	<ul style="list-style-type: none"> • A summary of the Age Friendly Workplace report will be completed and shared in 2014 and a Seniors Benefits Fact Sheet will be developed. • Engaging Boomers Volunteer Workshop was held in March for 30 participants. • Assistance was provided with development of Edmonton Transit's Bus Buddies Program and Community Friends Project. • A new mentoring and capacity building project for the seniors' sector will be initiated and supported.

Area	2013 Accomplishments	2014 Plans and Accomplishments
Communication and Information	<ul style="list-style-type: none"> • Research was completed and focus groups were held to understand how seniors access information. A specific focus area was communication needs of immigrant seniors. • Worked with the Support Network (211) to be a coordinated central information resource for seniors. Service was adapted to include special call screens to ensure the best referral is made. Information and Referral Specialists received training. Call screens started in December. • Age Friendly Edmonton website was developed and launched www.agefriendlyedmonton.ca. • Age Friendly Communication Plan and logo was developed. 	<ul style="list-style-type: none"> • Age Friendly Edmonton trademark application has been approved and the trademark is registered. • Age Friendly Communications Guidelines will be developed. • Maps will be created on what information currently exists and how information is being used by seniors and professionals. • 211 public launch event will be held on June 5. Evaluation of 211 will be completed in 2014. • Age Friendly annual celebration event "More Happy Birthdays" will be held at City Hall on May 27.



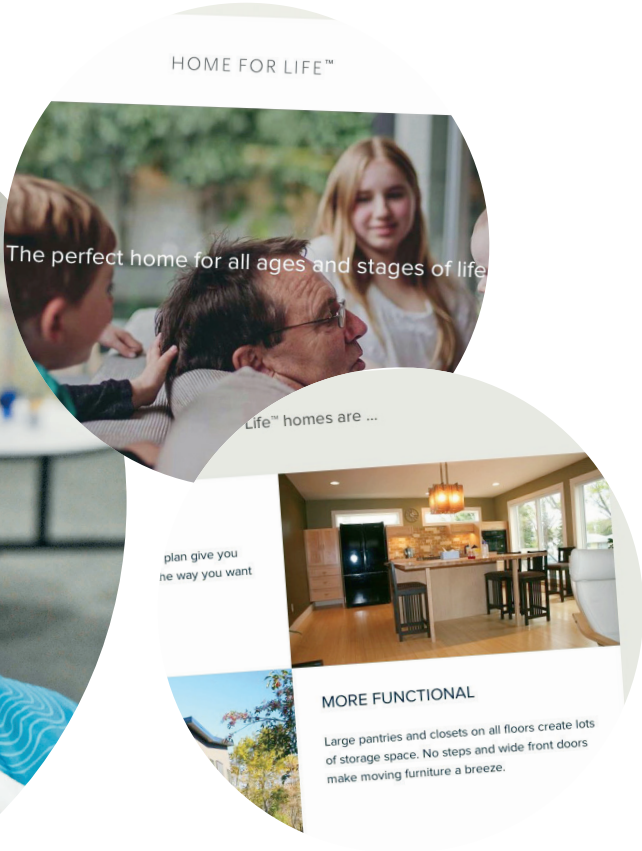
Area	2013 Accomplishments	2014 Plans and Accomplishments
Community Support Services	<ul style="list-style-type: none"> • Westend Seniors Activity Centre worked with businesses in west Edmonton, to encourage age friendly practices. The project focused on four shopping areas: Terra Rosa Shopping Centre, Meadowlark Shopping Centre, West Edmonton Mall and Callingwood Market Place. Focus groups were held, Age Friendly Business Tip Sheets were disseminated to all businesses, Age Friendly Toolkit was developed and three seniors were trained to complete age friendly business audits. Seventy-six businesses were approached to complete audits. • Little Italy/Chinatown Business Revitalization Zone (BRZ) was selected as the first Age Friendly Business Revitalization Zone Pilot project. • Guidelines and procedures were developed for the new Age Friendly Community Innovation Fund. Community Leagues were selected as the initial funding priority and promotion was scheduled to begin in early 2014. 	<ul style="list-style-type: none"> • An Age Friendly Business Pilot Project will be completed for Chinatown/Little Italy Business Revitalization Zone. Proposed projects include special events, age friendly business audits and training, community audits with Transportation and Community Services staff, safety projects and a seniors tea. • Chinatown/Little Italy Business Revitalization Zone Pilot Project was launched in February with Mayor Iveson. Ten special events for seniors were held. • Community Innovation Funding of \$20,000 is available to community leagues for senior's initiatives (up to \$5000/project). • Community Innovation funding has been provided to Cloverdale Community League for a Seniors Nordic Walking Program and to Parkallen for an Intergenerational Gardening Project. • A district model for snow removal will be finalized (with five districts) and a snow removal pilot project is being explored for northeast Edmonton.

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Community Support Services	<ul style="list-style-type: none"> • Consultants were hired to work with Mill Woods Seniors Activity Centre to develop tools and resources to support a social inclusion model and practice. The intent was to develop and share the final toolkit with other seniors' organizations. • In October, Edmonton Federation of Community Leagues, Edmonton Seniors Coordinating Council, City of Edmonton and Age Friendly Edmonton hosted a Senior's Workshop for all community leagues. Promising practices information, successful program ideas and resource information were shared with over 80 participants. Workshop evaluation feedback was very positive, participants requested that a new EFCL Seniors Networking Group and Share point site be established for resource and program sharing, and that a Seniors Workshop be held annually. • Edmonton Seniors Coordinating Council, seniors sector and City of Edmonton worked to develop an enhanced new model for snow removal coordination for seniors. This model supports improved coordination between providers, and a continuum of snow support services for seniors throughout Edmonton. 	<ul style="list-style-type: none"> • Three Elder Abuse Prevention projects are planned. Neighbours, Friends and Family Project will be launched in June to educate community partners on elder abuse warning signs and resources. Financial literacy resources are being developed and a community workshop will be offered. This project will be promoted as part of World Elder Abuse Prevention Day on June 13. A Financial Elder Abuse Prevention Workshop is proposed for bank managers and staff. • Cultural Competency resources will be developed and shared. • Funding was provided to support The Pride Seniors Project "Into the Closet Again" The major work will include a needs assessment/survey of GLBTQ seniors, analysis of current GLBTQ policies in existing programs and a short survey analysis paper.

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Health	<ul style="list-style-type: none"> • Information series roster on free healthy aging presentations (fifteen topics) was developed. • Two Caregiver Navigator Workshops were delivered to train sixteen service providers from Edmonton's health and community agencies including Good Samaritan Society, Brain Care Centre, Glenrose Hospital, Community Care Access, Pilgrims Hospice, Southside Primary Care Network, Eldercare Edmonton, Alzheimer's Society and Calder's Seniors Centre. The workshops aim to equip community and health service providers to better understand and support the caregivers of seniors. 	<ul style="list-style-type: none"> • Healthy Aging Roster will continue to be promoted. More sessions will be added as needed. • Four Caregiver Navigator training sessions will be offered to help professionals recognize caregivers and provide support.
Housing	<ul style="list-style-type: none"> • A new Home for Life website www.homeforlife.ca and guidelines were developed. These housing resources promote lifelong homes for everyone. It supports aging in place, building more adaptable homes from the start and reduces the need for an individual to move if mobility concerns occur. • Plans continued with seniors housing at surplus school sites. • Edmonton Fire Rescue Services provided 15 fire safety displays and presentations to seniors. 	<ul style="list-style-type: none"> • Home for Life resources and website will be promoted to consumers and builders. • Plans for the first Seniors Housing Project on Sakaw surplus school site will be initiated. An Information Evening will be held on May 26. • Edmonton Fire Rescue Services will host a Fire Summit V: Residential Care, on June 24, at the Expo Centre.

Area	2013 Accomplishments	2014 Plans and Accomplishments
Social and Recreational Participation	<ul style="list-style-type: none"> Financial support was provided to the 2013 Creative Age Festival and Seniors Slow Flash Mob project. The Creative Age Festival was held from June 4 – 9 to promote arts and aging. It consisted of a launch event, five Community Arts Cafes with over 150 older adult performers, Arts Café at Timms, four theatre workshops, a sold out “Evening of Theatre”, Intergenerational Performance Storytelling Event at the Glenrose and a series of arts workshops in collaboration with the Paint Spot. Over 1100 people participated as audience participants and performers and over 100 attended workshops. Recreation and Social Participation Promising Practices Research Report was completed, consisting of international promising practices research and a toolkit of Recreation and Social Participation Resources. 	<ul style="list-style-type: none"> Support provided to Creative Age Edmonton and 2014 Festival (June 3 – 8) includes launch event, Paint Party, arts workshops, Arts Extravaganza, Intergenerational Poetry and Storytelling, Arts Café, and Creative Aging Talk Back. Recreation Research Summary will be developed, disseminated and posted on the AFE website. Fit Forever Festival will be held on October 7 at Northgate Lions Seniors Centre for seniors, leaders and anyone working with seniors. Seniors’ program information, resources and displays will be provided.
Outdoor Spaces and Buildings	<ul style="list-style-type: none"> Five focus groups with older adults were held, international age friendly research for buildings outdoor spaces was compiled (with a focus on cities with similar climates as Edmonton), expert interviews were conducted, and age friendly site visits with city parks and buildings were completed. The research bibliography and draft age friendly guidelines were developed for buildings and outdoor spaces. 	<ul style="list-style-type: none"> Age Friendly research report will be summarized and shared. Age Friendly toolkit for buildings and parks will be completed and piloted to demonstrate age friendly approaches and guidelines. Further investigation will occur on how to integrate age friendly guidelines into universal design guidelines for new facilities and retrofits.

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Respect and Social Inclusion	<ul style="list-style-type: none">• Respect and Social Inclusion Research was completed which included research into ageism and associated topics, stakeholder interviews with eighteen seniors and professionals, and a compiled literature review.• Respect and Social Inclusion for Older Adults Workshop materials were developed and piloted with twenty participants. A facilitator guide was created.	<ul style="list-style-type: none">• Respect and Inclusion Workshop Facilitators Guide is being graphically designed and posted on the AFE website. The intent is that this resource could be used by community groups or workplace settings for training or workshops.• An interactive Respect and Inclusion Video will be developed.

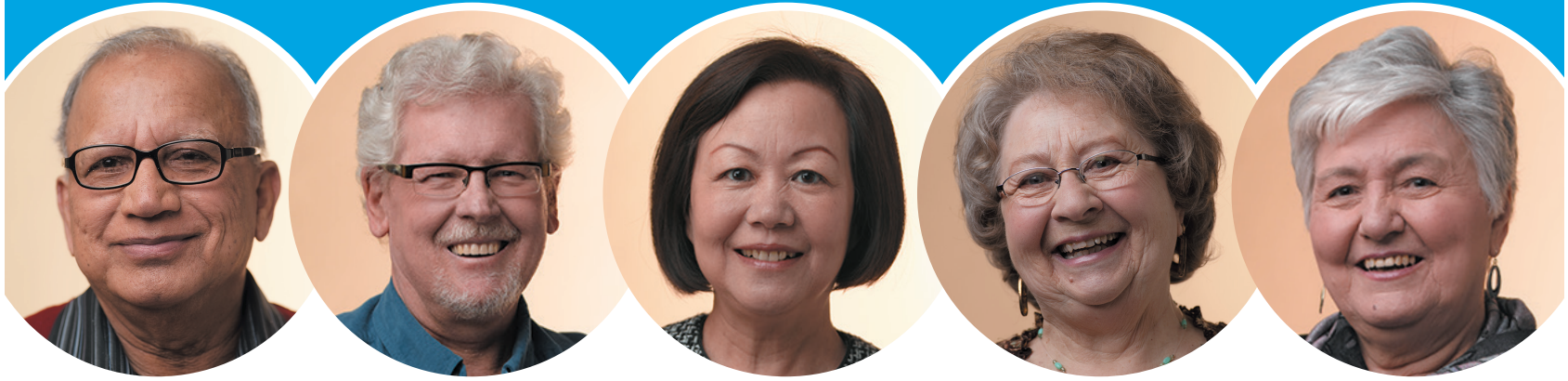


Area	2013 Accomplishments	2014 Plans and Accomplishments
Transportation	<ul style="list-style-type: none"> • Three Driving and Beyond Workshops were held at Westend Seniors' Activity Centre, Northgate and Southwest Edmonton Seniors Association to educate seniors and their caregivers/ family about mature drivers and driving options, planning for retirement from driving, public transit information and programming and alternative driving options. There were over 100 participants and 20 displays. • Planning was initiated for Edmonton Transit's Seniors Volunteer Bus Buddy Project. The project will help seniors learn how to plan their transit trips, use accessible and senior-friendly features and travel independently using Edmonton Transit. • Senior friendly™ information was incorporated into orientation training of all new taxi drivers. • Content was developed for three Seniors Transportation Information Hubs. Hubs contain information on transportation options for seniors who are drivers, using (or wanting to use) public transit, or looking for alternative options. 	<ul style="list-style-type: none"> • Four Driving and Beyond Workshops are planned to educate seniors and their caregivers/family about mature drivers and driving options, planning for retirement from driving, public transit information and programming and alternative driving options. • Four Seniors Transportation Hubs will be installed. • Seniors Transportation Hubs have been installed at Greater Edmonton Foundation's Ottewell Place, Bonnie Doon Mall and South East Edmonton Seniors Association. • Edmonton Transit Bus Buddies Program will be launched. Volunteers will be recruited this summer, training sessions for seniors will begin in June for preferred locations from and around seniors' centres. • Seniors Friendly™ Taxi Driver Training will be provided for all new taxi drivers. • LIFT – Drive Happiness– the collaborative partnership of seniors assisted transportation services will continue to be developed, implemented and evaluated. Priorities include increasing volunteer recruitment, coordinated operation, fund development and marketing/ communications.

III. Age Friendly Edmonton Partners and Stakeholder Groups

- Edmonton Seniors Coordinating Council
- City of Edmonton
 - Community Services
 - Edmonton Fire Rescue Services
 - Edmonton Police Services
 - Sustainable Development/ Housing
 - Transportation Services
 - Edmonton Public Library
 - Corporate Services
- Advisory Board for Persons with a Disability
- Alberta Caregivers Association
- Alberta Centre for Active Living
- Alberta Fitness Leadership Certification Association/ Provincial Fitness Unit
- Alberta Health Services/ Glenrose Rehabilitation Hospital
- Alberta Health Department
- Alberta Motor Association
- Alberta Senior Citizens Housing Association
- Alberta Transportation
- Alzheimer Association
- Architects/ Universal Design Consultants
- Assist Community Services Centre
- Business Revitalization Zones
- China Town/ Little Italy Business Association
- Canadian Hard of Hearing Association
- Canadian Paraplegic Association
- Edmonton Chamber of Voluntary Organizations
- Edmonton Community Foundation
- Edmonton Federation of Community Leagues

- Edmonton Marigold Seniors
- Edmonton Meals on Wheels
- Edmonton's Seniors Centres
Seniors Association of Greater
Edmonton
 - Mill Woods Seniors Activity
Centre
 - North West Edmonton Seniors
Society
 - Central Lions Seniors
Association
 - North Edmonton Seniors
Association
 - Westend Seniors Activity
Centre
 - South East Edmonton Seniors
Association
- Edmonton Social Planning Council
- Good Samaritan Society
- Greater Edmonton Foundation
- Home Instead Seniors Society
- Housing Builders/ Developers
- Lifestyle Options
- Multiple Sclerosis Society
- Realtors Association
- Greater Edmonton Taxi Service Inc.
- Medically At Risk Driver's Centre
- Multicultural Health Brokers
- Parkinson's Association
- Revera
- University of Alberta
- United Way of Alberta Capital
Region
- Volunteer Edmonton
- YMCA



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