

EDMONTON SENIORS CENTRES STRATEGY WHAT WE HEARD



PUBLIC ENGAGEMENT
SHARE YOUR VOICE SHAPE OUR CITY

Edmonton

OCTOBER 2017



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EXIT

What is Open Space Technology?
4

What is Open Space Technology

The Law of Motion

CONNECTING TO SERVICES of the

Progress with change comes what is over

What: Consider...
Who: I, J, K...
Where: ...
Why: ...

Progress with change comes what is over

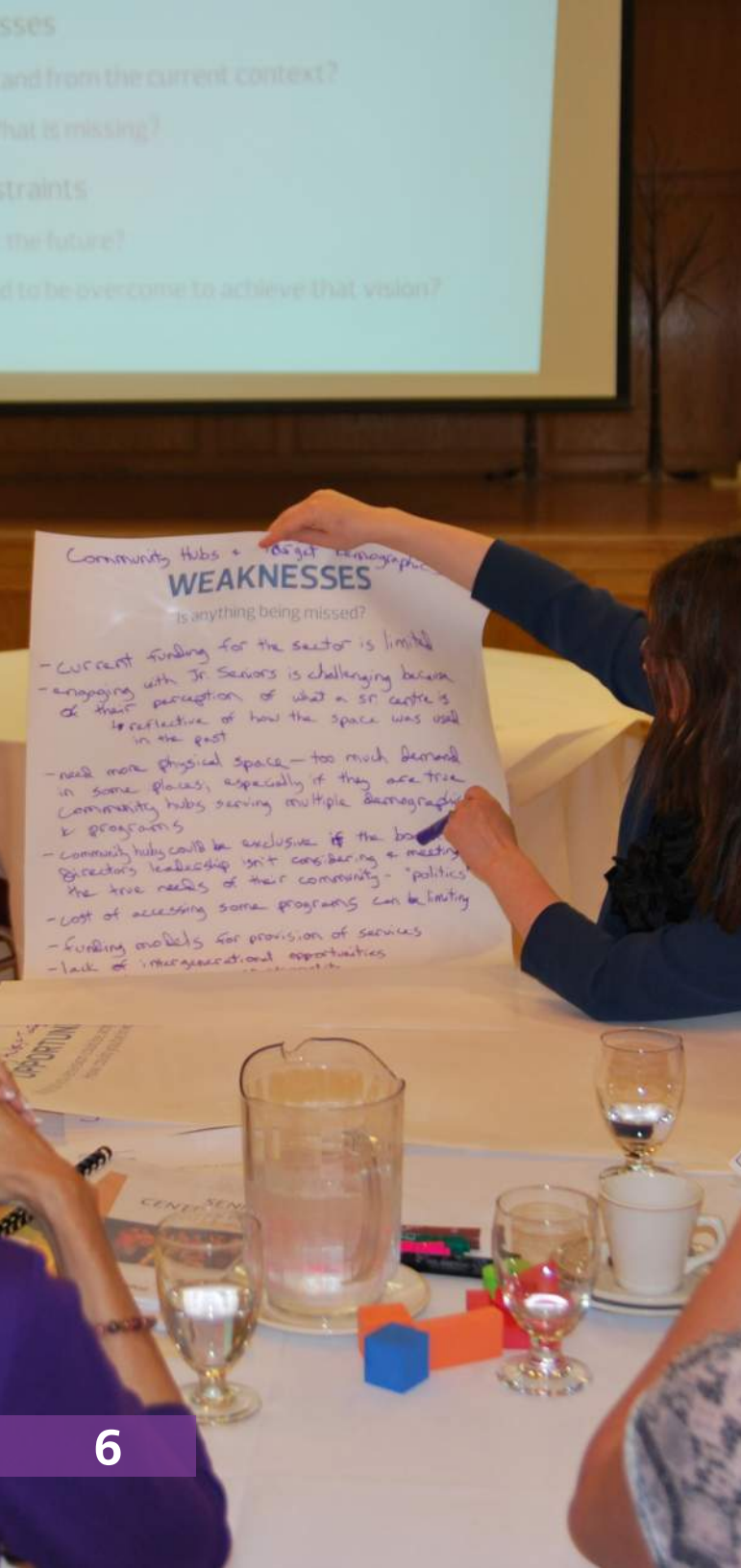
How less impact on service

1.0 EDMONTON SENIORS CENTRES STRATEGY

How do we help people remain independent and active as they age? How can we strengthen health promotion and prevention for older people? As people are living longer, how can the quality of life in old age be improved? The concept of active aging recognizes that a variety of influences are required to ensure older people continue to participate in society, experience well-being and receive protection and care when they need it.

Seniors centres are part of a continuum of services that provide programs, resources, and information to older Edmontonians. The *Seniors Centres of the Future Research Report* (December 2016) considered the changing needs of this group and identified specific gaps, barriers, and challenges that need to be addressed to ensure seniors centres can continue to meet the needs of their communities.





...ses
and from the current context?
...hat is missing?
...straints
...the future?
...d to be overcome to achieve that vision?

Community Hubs + ...
WEAKNESSES
is anything being missed?

- Current funding for the sector is limited
- engaging with Jr Seniors is challenging because of their perception of what a sr centre is - reflective of how the space was used in the past
- need more physical space - too much demand in some places, especially if they are true community hubs serving multiple demographics & programs
- community hubs could be exclusive if the board/director's leadership isn't considering & meeting the true needs of their community - "politics"
- cost of accessing some programs can be limiting
- funding models for provision of services
- lack of intergenerational opportunities

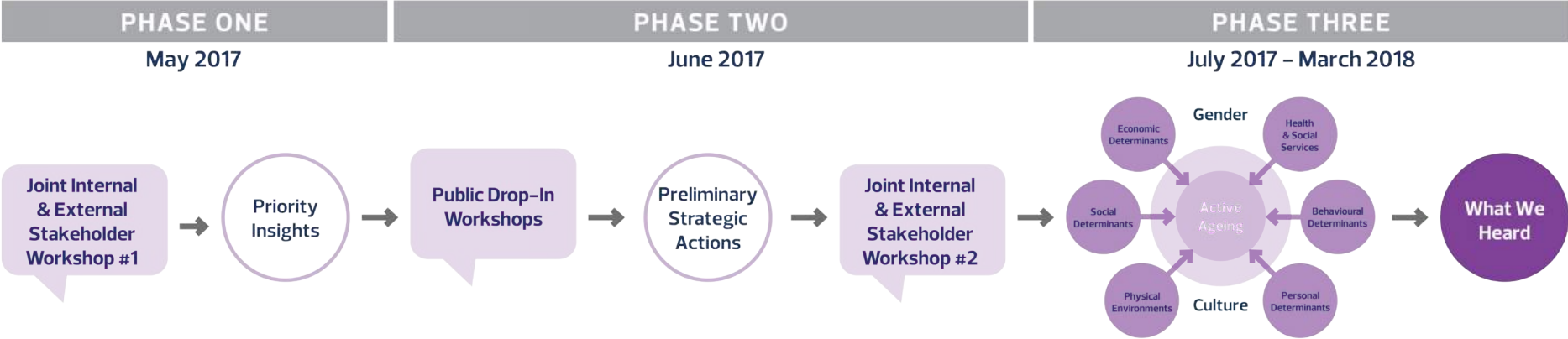
2.0 PUBLIC ENGAGEMENT

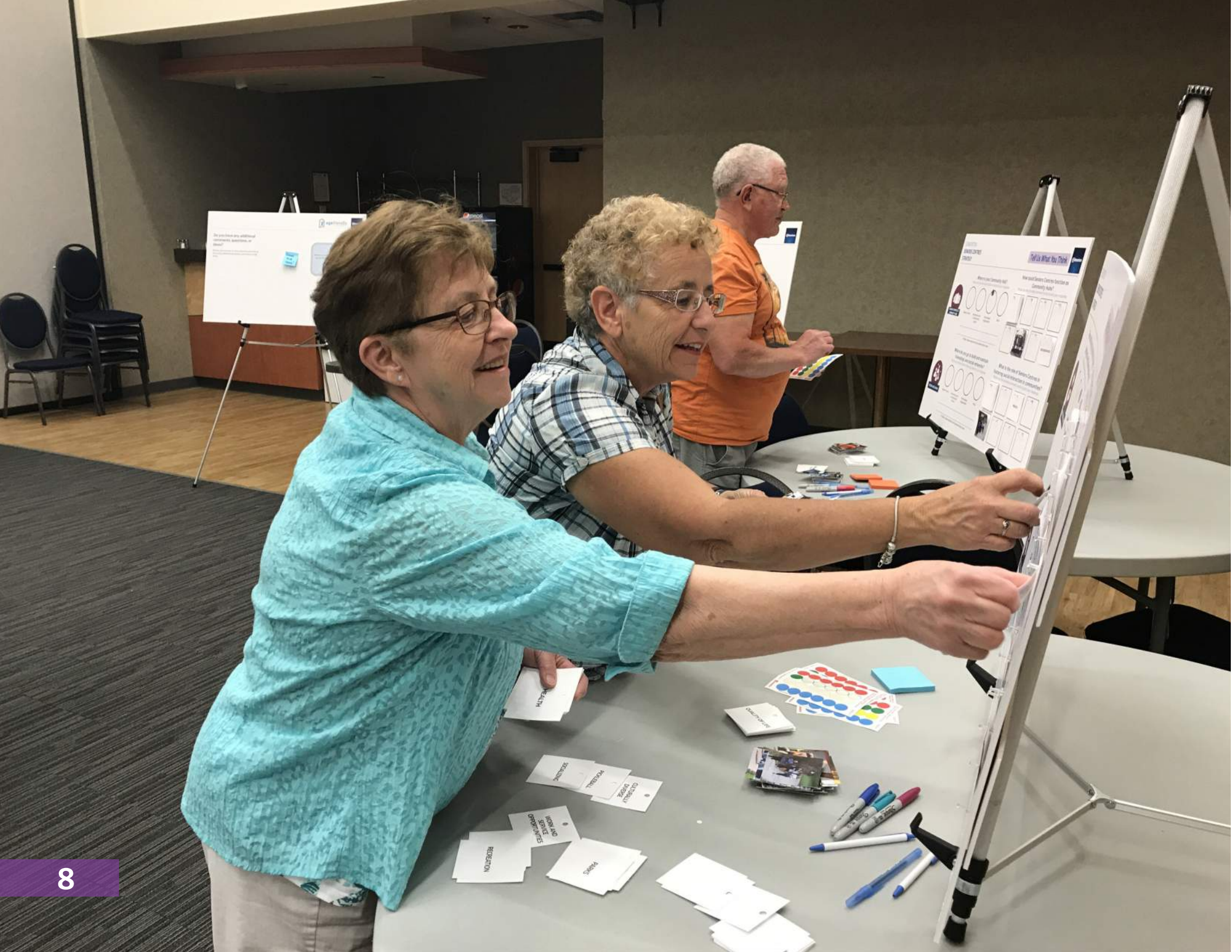
After completing the *Seniors Centres of the Future Research Report* we needed to speak with Edmontonians of all ages to hear their ideas of how to respond to the identified gaps, barriers and challenges.

In summer 2017, we initiated stakeholder and public engagement to hear ideas of how seniors centres could help achieve active aging for Edmonton's older adults. During the engagement process we focused the discussion around six topics for conversation based on the *Seniors Centres of the Future Research Report*:

1. **Seniors Centres as Community Hubs**
2. **Social Inclusion**
3. **Ageism**
4. **Intergenerational Programming**
5. **Health & Wellness**
6. **Cultural Diversity**

Project Timeline





3.0 BY THE NUMBERS

EDMONTON SENIORS CENTRES STRATEGY

BY THE NUMBERS

OVER **1100** IDEAS

POST-IT NOTE INSPIRATIONS AND IDEAS, PINNED TO OUR INTERACTIVE DISPLAY PANELS



PROMINENT TOPICS



Connectivity



Operation & Infrastructure



Holistic Wellness



Participant Diversity



Role of Intergenerational



Promote Seniors Centres



Stigma of Aging



Service Delivery



Evolving Needs & Interests



Positive Relationships

8 WEEKS

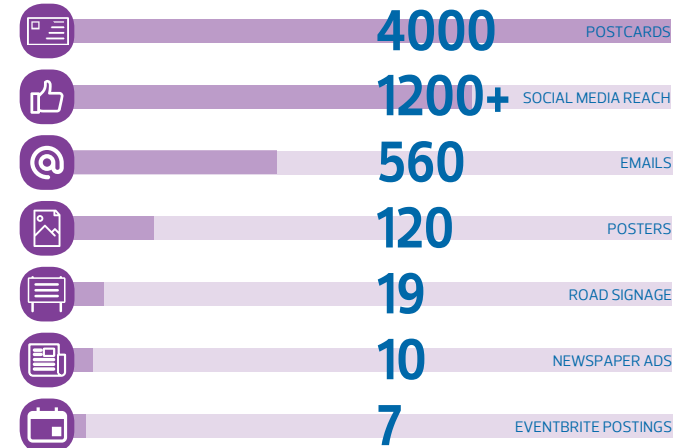


2 Stakeholder Workshops
May 10
June 29

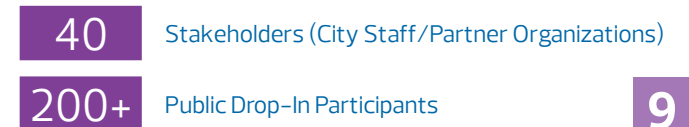
5 Public Drop-In Events
June 6 June 22
June 13 June 25
June 14

6 Topics for Conversation
Cultural Diversity | Intergenerational Programming | Social Inclusion | Community Hubs | Health & Wellness | Ageism

GETTING THE WORD OUT



PARTICIPANTS





4.0 WHAT WE DID

Our approach to engagement included: Stakeholder Workshops and Public Drop-In Events.

4.1 Stakeholder Workshops

Stakeholder Workshop #1

Date: May 17th, 2017

Location: Santa Maria Goretti

Activity: SWOC Analysis

Attendees: 40 City Staff and Partner Organizations

The SWOC Analysis evaluated the *Strengths, Weaknesses, Opportunities, and Challenges* of the identified gaps, barriers, and challenges:

- Community Hubs & Target Demographics;
- Health & Wellness;
- Partnerships, Collaboration, Capacity, & Volunteerism;
- Cultural Diversity & Social Inclusion; and
- Ageism & Intergenerational.

At the end of the two rounds, participants shared their findings and identified common themes and concerns.

Stakeholder Workshop #2

Date: June 29th, 2017

Location: Santa Maria Goretti

Activity: Open Space Technology

Attendees: 40 City Staff and Partner Organizations

Open Space Technology is a form of engagement that allows participants to decide how the session will be structured, what topics will be discussed, and how long they will be discussed. At the end of the two rounds, a group discussion identified common themes. Topics of discussion included:

- Seniors Centres as Community Hubs;
- Social Inclusion;
- Ageism;
- Intergenerational Programming;
- Health & Wellness; and
- Cultural Diversity.

4.2 Public Drop-In Events

Public Drop-In Event #1

Date: June 6th, 2017
Location: Royal Canadian Legion
Branch 175

Public Drop-In Event #2

Date: June 13th, 2017
Location: Terwillegar Community
Recreation Centre

Public Drop-In Event #3

Date: June 14th, 2017
Location: Mill Woods Senior &
Multicultural Centre

Public Drop-In Event #4

Date: June 22nd, 2017
Location: Edmonton City Hall

Public Drop-In Event #5

Date: June 25th, 2017
Location: Callingwood Farmers' Market

The public drop-in sessions were in an open house format. Participants first learned about the research findings and active aging concepts through information and interactive boards. We then asked participants current state and future state questions. The current state questions asked where or how the six identified gaps, barriers, and challenges are already being addressed in Edmonton. The future state questions asked "what is the role of Seniors Centres" in addressing the six identified gaps, barriers, and challenges. Input was collected through dot responses, written comments using post-it notes and hung photo/word cards. Cards could be layered over others as a way to link and build upon ideas. Individual board guides were also available to collect responses.





4.3 Online Feedback

In addition to the public drop-in events and stakeholder workshops, opportunities for providing input were available online. Members of the public were able to go to edmonton.ca/seniors and answer the questions posed during the public drop-in sessions. Digital versions of the engagement boards were available for reference.

4.4 Communication Strategies



Postcards
4000 delivered

Delivery Locations:

- Seniors Centres
- Recreation Centres
- Downtown cafe's
- YMCA's
- Primary Care Networks
- City Hall
- City Centre Mall
- Callingwood Farmer's Market
- Seniors' Week
- Public Drop-In Events



Social Media Reach
1200+ interactions

Platforms:

- Facebook
- Twitter



Email Notices
560 delivered

Recipients:

- Stakeholders
- Seniors Centre Newsletters
- Edmonton Seniors Coordinating Council Link Letter



Posters
120 posted

Locations:

- Seniors Centres
- Recreation Centres
- Libraries



Road Signage
19 displayed

Various locations
across Edmonton



Newspaper Ads
10 posted

Newspapers:

- Edmonton Metro
- Edmonton Examiner



Eventbrite
5 posted

One posting per public
engagement event



5.0 WHAT WE HEARD

In this section we have consolidated the responses from the public and the stakeholders and present the common themes and prominent ideas we heard across the city. Holistic wellness emerged as an important value and the following topics were also identified (listed in no particular order):



Improve Transit & Pedestrian Connectivity



Make Better Use of Existing Infrastructure & Increase Operational Flexibility



Focus on Holistic Wellness



Increase Participant Diversity



Define the Role of Intergenerational



Connecting to Seniors of the Future & Promote What Seniors Centres Have to Offer



Tackle Negative Stigma of Aging



Cultivate Network-Based Service Delivery



Acknowledge Evolving Needs & Interests



Foster Positive Relationships



SENIORS CENTRES AS COMMUNITY HUBS

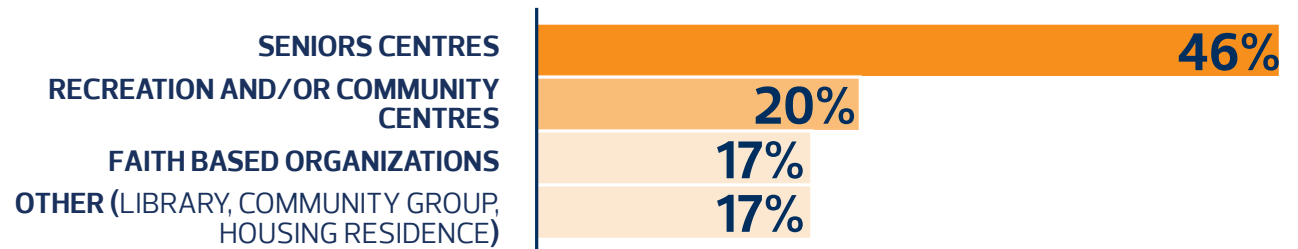
The following section outlines the specific questions that were asked and the feedback that was received over the course of the public engagement process.

5.1 Seniors Centres as Community Hubs

We Asked You:

“Where is your community hub?”

You Said:



“I would utilize a Seniors Centre if they were open in the evening.”

“Change the perception of what a senior centre is Everyone thinks it's for ‘old’ people”

We Asked You:

“How Could Seniors Centres Function as Community Hubs?”

You Said:

A common theme we heard was to make better use of existing infrastructure and improve operational flexibility. Many people wanted multi-use spaces and the incorporation of features such as fitness spaces, health centres and retail vendors. Several suggestions also focused on unique ideas for infrastructure, such as better use of park space or mobile senior centres. Increasing hours of operation was another suggestion heard frequently across the city.

Another theme we heard relates to understanding the role of a community hub. Many suggestions focused on being responsive to the community by integrating services such as health, outreach, and information referrals. Others asked about whether a community hub was a “one stop shop” or whether there were other ways to define a community hub, such as through partnerships and networks. Some concerns were raised about whether a senior centre as a community hub can be “all things to all people” and whether cost recovery is possible when trying to truly engage and meet the needs of the local community. Several comments suggested changing the perception of what a senior centre is by changing terminology from ‘Senior Centre’ to ‘Friendship Centre’ or ‘Lifelong Learning Centre’, as a way to be more inclusive and welcoming to all.

The journey to the senior centre was also a prominent theme related to community hubs. Many comments stressed the importance of reliable transit, pedestrian networks, safe crosswalks, and the close proximity of a community hub in one's neighbourhood. Suggestions included extending time on crosswalks, exploring ride-share technology, and increasing paratransit services.



Improve Transit & Pedestrian Connectivity



Make Better Use of Existing Infrastructure & Increase Operational Flexibility



Focus on Holistic Wellness



Connecting to Seniors of the Future & Promote What Seniors Centres Have to Offer



SOCIAL INCLUSION

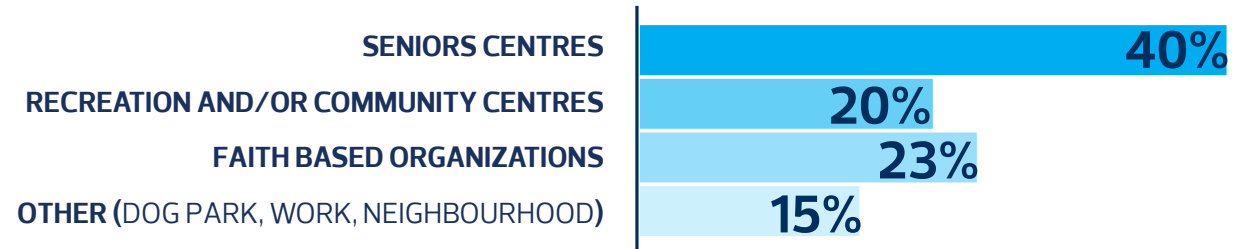
“More activities at community leagues for seniors and families. Why are seniors not included in family?”

5.2 Social Inclusion

We Asked:

“Where do you go to build and maintain friendships and social networks?”

You Said:



“Need for social space, time, access, place to hang out”

We Asked:

“What is the role of Seniors Centres in fostering social interactions in communities”

You Said:

The most common theme we heard was how seniors centres can provide space for informal gathering and socializing. Seniors centres were described as a place to go and be, not necessarily just a place to do activities. The importance of seniors centres as welcoming, friendly, and inclusive spaces was repeated throughout the engagement workshops. Seniors centres need to be a safe place to attend for those who are disconnected from existing service delivery.

Loneliness and social isolation is a complex social issue requiring various strategies and solutions. The primary solution we heard was group activities. Participants shared ideas about how formal programming, such as physical recreation, volunteering, and educational classes, can foster social interactions. Activities that promote inclusion among all ages, and not just between seniors, was also frequently mentioned.



Increase Participant Diversity



Make Better Use of Existing Infrastructure & Increase Operational Flexibility



Focus on Holistic Wellness



Foster Positive Relationships



AGEISM

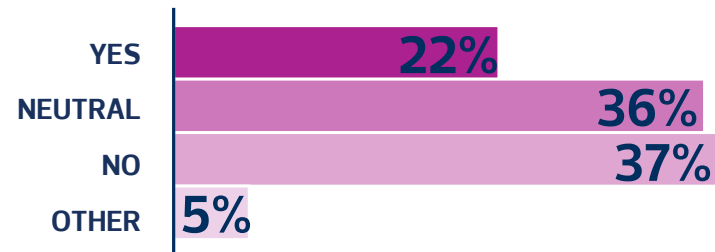
“We can provide a great example of what aging looks like”

5.3 Ageism

We Asked:

“Do you feel excited about aging?”

You Said:



“More support for seniors experiencing memory loss. This group often feels isolated and uncomfortable participating in usual seniors programs”

We Asked:

“What is the role of Seniors Centres in making you excited to age?”

You Said:

Valuing seniors and their contributions was seen by many as the primary purpose of seniors centres. Many comments suggested that the role of seniors centres is to celebrate the aging process and combat ageism through public messaging, policies and programming. Involving seniors in running the centre and drawing on their skills is a way to demonstrate respect. The role of intergenerational activities was a connected theme – with suggestions that exposing children to positive aging was one way to combat negative stigmas.

Another common theme we heard was excitement about opportunities such as learning skills, making new friends, and more time to devote to volunteering. The positive aspects of aging was mentioned frequently. In response to this question, many comments suggested that the role of seniors centres is to provide a wide range of thematic-based programming, such as: music, arts, technology, and recreation.



Tackle Negative Stigma of Aging



Define the Role of Intergenerational



Foster Positive Relationships



Connecting to Seniors of the Future & Promote What Seniors Centres Have to Offer

“Aging isn't about sitting in a rocking chair”



INTERGENERATIONAL PROGRAMMING

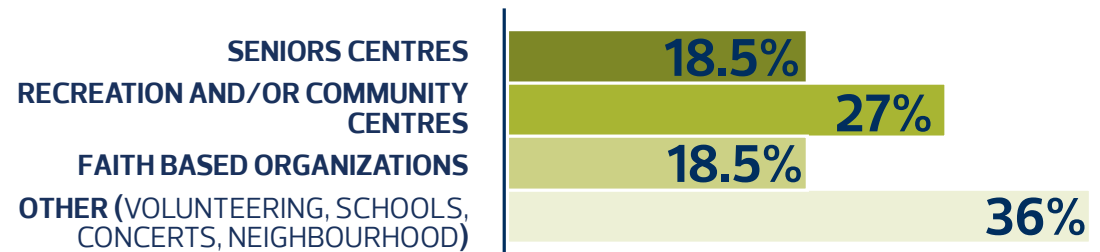
“If the specialization changes to meet the needs of the multi-generations, how do we still exist as “seniors centres”

5.4 Intergenerational Programming

We Asked:

“Where do you go to interact with different generations?”

You Said:



“Keep centre relevant during generational shift”

We Asked:

“What is the role of Seniors Centres in supporting intergenerational activities?”

You Said:

A prominent theme we heard was the positive value of intergenerational interactions. Many comments suggested the intergenerational concept was crucial and leads to a reduction in isolation and a stronger community. Several comments stated that when generations are brought together, there is the potential for all ages to benefit and gain respect for each other.

The majority of comments identified how seniors centres can play a role in supporting intergenerational interactions. Suggestions included increasing family-oriented events, offering a wider range of activities, and fostering opportunities for sharing and learning. Increasing partnerships with schools and faith organizations was another frequent suggestion of how seniors centres could better support intergenerational activities.

Several comments suggested there was a need to better define the term intergenerational because it is often thought to just reference seniors and kids, but actually includes all generations.

There were also a few comments that did not support seniors centres as a place for intergenerational activity. These comments stated that intergenerational activities were a bad idea and that seniors centres should be spaces for seniors only.



Define the Role of Intergenerational



Tackle Negative Stigma of Aging



Increase Participant Diversity



Connecting to Seniors of the Future & Promote What Seniors Centres Have to Offer



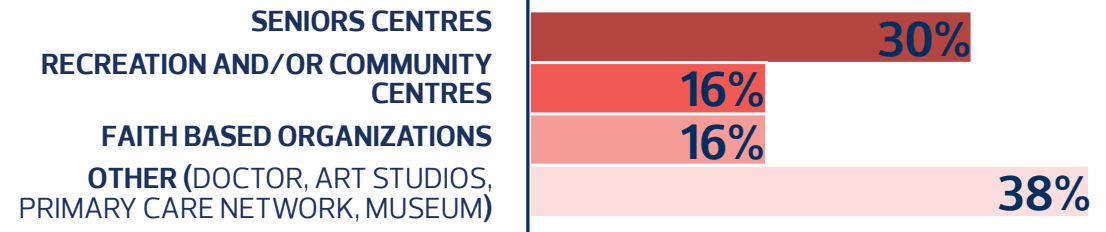
HEALTH & WELLNESS

5.5 Health and Wellness

We Asked:

“Where would you go to get services that support your physical, mental, and emotional health?”

You Said:



“Seniors centres address holistic health”

“Active aging can make a big difference to body and mind”

We Asked:

“What is the role of Seniors Centres in supporting health and wellness”

You Said:

A common theme we heard was that seniors centres need to provide a full spectrum of wellness-focused programming, ranging from emotional supports, to intellectual stimulation, to preventative health resources. Many comments drew a parallel between the multifaceted aspects of aging well with the types of programs required to stay active. The importance of accessible, affordable, diverse, and nutritional food services was also mentioned several times.

Another theme related to how seniors centres can align with an active aging policy framework. Many comments suggested there is a need for evidence of how seniors centres have a positive impact on health outcomes and health systems. Seniors centres play a preventative role and several comments stated that the health value of seniors centres was not recognized or funded.

In order to provide comprehensive health and wellness, many comments focused on the importance of a network based service delivery. Integration or improved partnerships with health, community and social services was mentioned frequently, along with the need to address gaps such as mental health services. Other suggestions pointed to a need for seniors centres to be whole person oriented and provide a one-stop shop for referrals, housing, and care, possibly through co-location with other facilities.



Focus on Holistic Wellness



Cultivate Network-Based Service Delivery



Acknowledge Evolving Needs & Interests



Connecting to Seniors of the Future & Promote What Seniors Centres Have to Offer



CULTURAL DIVERSITY

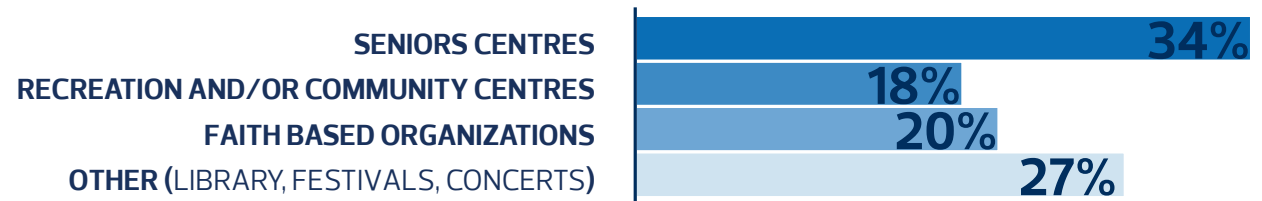
“Bringing different communities together (e.g. LGBTQ+, disabilities, and ethnic communities)”

5.6 Cultural Diversity

We asked you:

“Where would you go to experience multicultural activities?”

You told us:



“Centres need to make it clear that different cultures are welcome”

We Asked:

“What is the role of Seniors Centres in intercultural learning”

You Said:

A prominent theme we heard focused on the importance of a safe and inclusive environment in order to ensure seniors centres are for all people. Several suggestions were made about ambassadors or navigators who could facilitate a welcoming environment. Other suggestions focused on programs and activities that could support socializing and learning about diverse cultures and topics.

Another theme highlighted the need for diversity among board members and staff, as well as the need for anti-racism and diversity training. Some suggested that there was a need for existing seniors centres to have increased capacity in meeting the needs of ethnically diverse and indigenous seniors. The importance of intercultural training and knowledge exchange was another frequent comment.

There were a few comments that did not support intercultural learning or interactions at seniors centres. These comments stated that seniors centres should not be multicultural centres and that the focus should be on an integration into Canadian culture.



**Increase Participant
Diversity**



**Acknowledge Evolving
Needs & Interests**



**Foster Positive
Relationships**



5.7 Additional Ideas

As we read through all your input, several additional themes emerged, including affordability, physical infrastructure, service delivery models, and awareness-raising.

Barriers to participation were mentioned frequently, including accessibility of space, affordability, and programming that might unintentionally create exclusion. Suggestions to combat these barriers included a bursary fund, fee reductions, and partnerships with specialized service providers.

Some comments encouraged consideration of a **paradigm shift** away from stand-alone seniors centres facilities in favour of virtual online seniors centres, multi-purpose facilities, or community network models. At the same time, specific mentions were made of the need for additional physical space in every quadrant of the city.

“Cost of accessing some programs can be limiting”

“People learn about seniors centres through word of mouth and positive experiences”

“Need more physical space – too much demand in some places especially if they are true community hubs serving multiple demographics”

The **service-delivery system** in which seniors centres operate was a prominent theme. Although there was support for improving levels of standardization among seniors centres, there was concern if this led to a loss of uniqueness and responsiveness to local needs. The issue of funding was mentioned frequently, with contrasting views of the City's role and level of funding provided. Several comments also expressed concern that the system is fragmented and siloed and as a result there are groups of seniors who are disconnected from receiving needed services.

A related theme was the need to better **collaborate on marketing the value of seniors centres**. Several suggestions were made about the need for increased social media presence, shared promotional materials, and attracting 'young' seniors.

“System is too fragmented, silo-oriented, and all over the map”



6.0 LESSONS LEARNED

We learned a lot during the seven weeks of public engagement for the Edmonton Seniors Centres Strategy project. In this section, we share some of our lessons learned in order to contribute to improvements in how we engage citizens in making decisions, solving problems, and building community.

Space

Although an accessible space on the main floor, the public drop-in event at the Terwillegar Community Recreation Centre did not provide enough space for participants. The project team observed participants having problems accessing the boards, writing responses, and moving through the room. In contrast the public drop-in event at City Hall was much more spacious and allowed participants to move through the interactive board activities at their own pace and even sit down when necessary. This resulted in more thorough long-form responses from the public attending the City Hall event. Therefore, the project team recognizes the importance of accessibility being better considered as both the ability to get to and fully participate in future public engagement events.

Advertising

Outreach on the events was maximized by utilizing diverse communication strategies (social media, road signage, postcards, etc.). Capitalizing on the strength of the seniors' community network in Edmonton was also an asset. The quality of advertising was reflected in the participant turnout as 200+ people attended the public engagement events over the course of the three weeks.



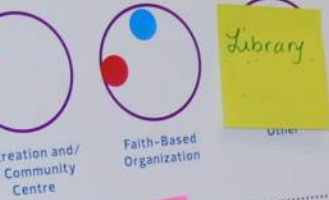


Tell Us What You Think

Edmonton

How could Seniors Centres function as Community Hubs?

Please use the provided stickers to indicate your response.



How could Seniors Centres function as Community Hubs?

Please use the provided comment cards to post your response.

INFORMATION ACCESS	RECREATION CENTRE	SOCIAL BONDS	SENIORS USING TECHNOLOGY
INTELLIGENCE AND/OR COGNITIVE CAPACITY	CAFE	AGING	HEALTHY LIFESTYLE

Where do you go to build and maintain relationships and social networks?



What is the role of Seniors Centres in fostering social interaction in communities?

Please use the provided comment cards to post your response.

Collaboration w/ Libraries	HEALTHY LIFESTYLE	HEALTHCARE PROFESSIONALS	COMMUNITY GROUPS
ARTS & CRAFTS	INNOVATIVE TECHNOLOGY	SOCIAL	HEALTHY FITNESS

Location

Locations were chosen to ensure sufficient representation from the main quadrants of Edmonton: Downtown, North Side, West End, and South Side. The project team noted a trend in that public drop-in events held in suburban communities (Mill Woods and Terwillegar) resulted in the responses being very similar in nature, whereas events held centrally or as pop-up events (Callingwood and City Hall) resulted in a greater range of input and opinion. This trend may have implications when deciding location and advertising for public engagement in the future.

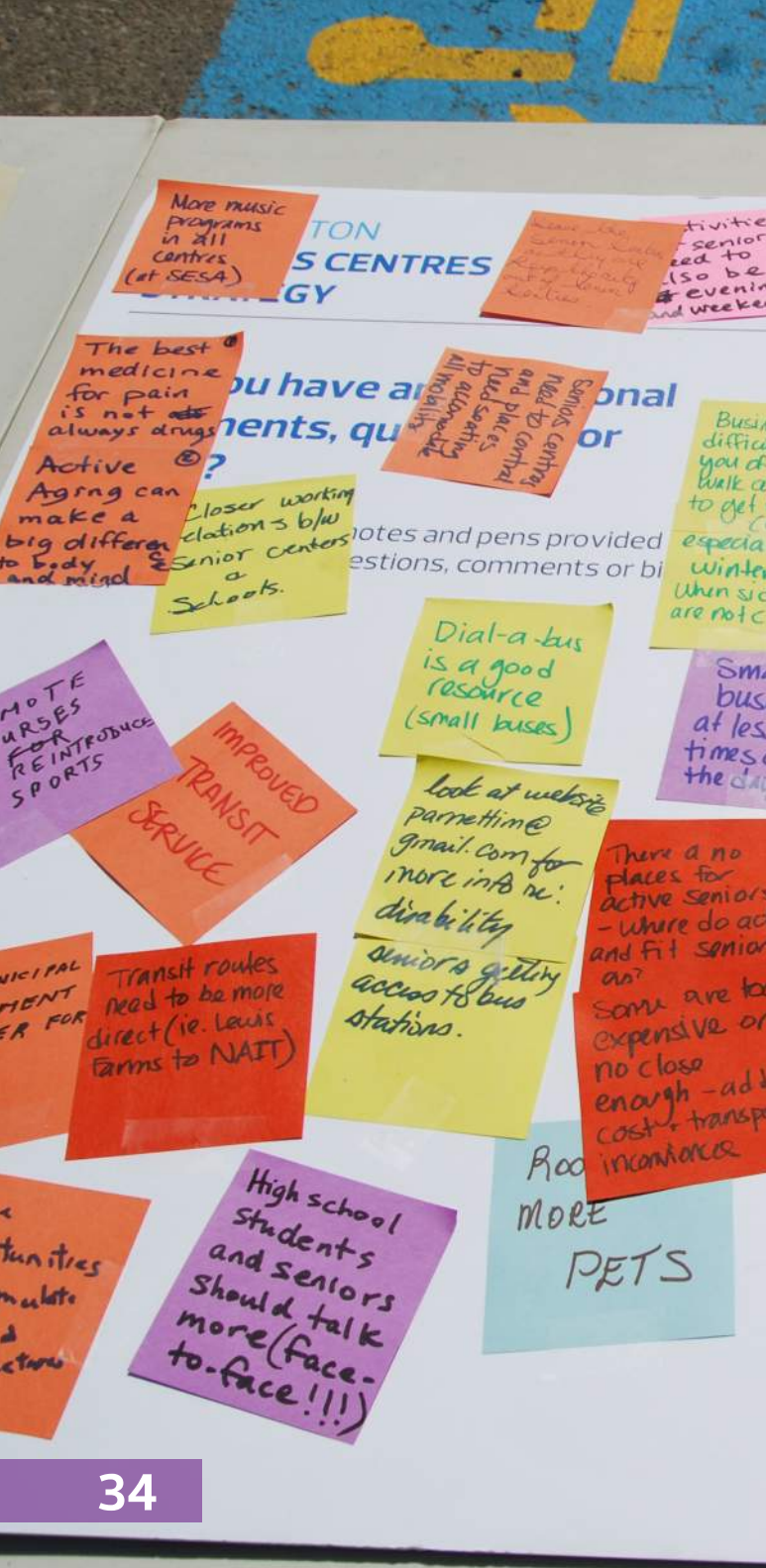
Joint Engagement

The public drop-in sessions for the Edmonton Seniors Centres Strategy were held at the same time and location with the public engagement for the Advancing Age Friendly Edmonton project due to some overlap in topics. Partnering the two projects was an effective and efficient way of gathering public input. The project team observed that most participants who stated they attended for one project stayed and provided input for the other project. The result was the public learned about and shared more ideas for both projects.

Diversity & Inclusion

The project team expressed concern regarding occurrences of prejudicial and discriminatory comments on certain topics during the public engagement sessions. It is important to note that discrimination against people of different cultures, sexualities, ages, and abilities does not align with the City of Edmonton's stance on diversity and inclusion and vision for achieving active aging in Edmonton. The project team acknowledges that Edmontonians have diverse opinions on age-related topics and that varied life experiences result in different preferences for the delivery of programs and services. At the same time, it is a necessity that City of Edmonton public engagement events establish an expectation of respect for all people regardless of race, class, sexuality, age, ability, etc. The City of Edmonton's Public Engagement Policy includes reference to respectful and safe discussion in that "discussion and debate that underlies public engagement activities will be conducted in a respectful and safe manner by all participants – City staff, contractors, stakeholders and the general public". Future engagement events could include posted notices about respectful and safe discussion and project team members could identify appropriate strategies to initiate in response to prejudicial or discriminatory comments.





7.0 WHAT'S NEXT

Building on the *Seniors Centres of the Future Report*, the Edmonton Seniors Centres Strategy engagement process was designed to further explore research findings and engage with current and future users and representatives of seniors centres, as well as senior-serving organizations to identify ideas that could address how seniors centres of the future can continue to meet the needs of the communities that they serve.

The next step is the completion of the Edmonton Seniors Centres Strategy. The input received through the engagement process will be used to help inform the development of the Edmonton Seniors Centres Strategy. The Strategy will ensure that identified gaps, challenges, and barriers from the research and outcomes from the engagement process are addressed. It will also provide a comprehensive framework for the City of Edmonton to ensure determinants of healthy and active aging are achieved through policies, programming, and funding resources.

The Senior Centre Long Term Funding Strategy, which governs the Senior Centre Investment Program will be reviewed to align with the Seniors Centres Strategy.

APPENDIX





About Edmonton Seniors Centres Strategy

How do we help people remain independent and active as they age? How can we strengthen health promotion and prevention for older people? As people are living longer, how can the quality of life in old age be improved?

Seniors Centres are part of a continuum of services that provide programs, resources and information to older Edmontonians. *The Seniors Centres of the Future Research Report* considered the changing needs of this group and identified gaps, barriers, and challenges that need to be addressed to ensure Seniors Centres can continue to meet the needs of their communities.

The **Edmonton Seniors Centres Strategy** will provide a comprehensive approach to guide the City of Edmonton in achieving active aging outcomes for older Edmontonians.

What is Active Aging?

The concept of **Active Aging** recognizes that a variety of influences are required to ensure older people continue to participate in society, experience well being, and receive protection and care when they need it.



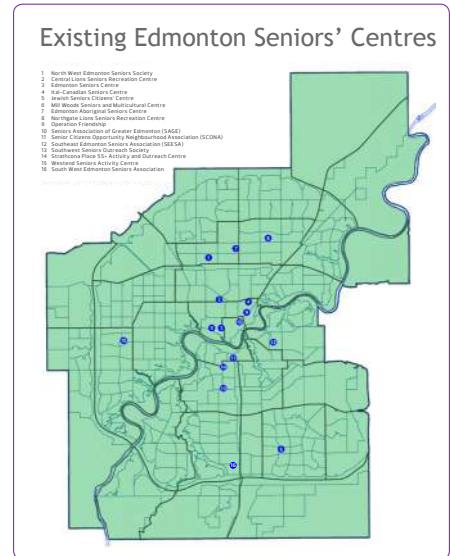
Source: World Health Organization

Current State

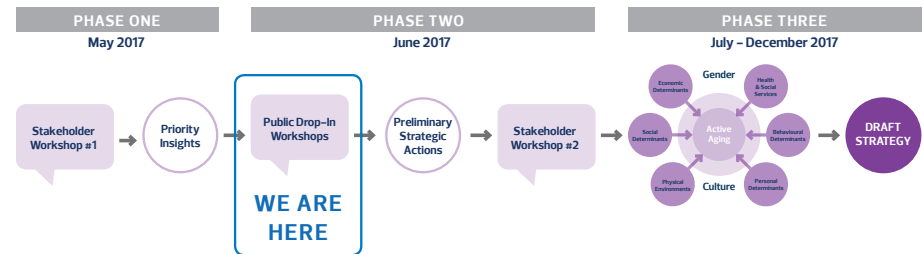
There are a total of 16 Seniors Centres in Edmonton operated by non-profit organizations.

Seniors Centres are targeted to individuals aged 55+ and offer a diverse range of programming intended for all seniors.

Today, we are seeking your input about how Seniors Centres can support positive active aging of Edmontonians.



PROJECT TIMELINE



Centre of Excellence Model

These Seniors Centres meet the highest standards of excellence and accreditation. They hire highly qualified directors and are continuously improving and adapting.



Community Centre Model

These Seniors Centres provide comprehensive programming that is inclusive for all ages and abilities. They may have state-of-the-art health and fitness centres and may use alternative names to "Senior Centre".



Wellness Centre Model

These Seniors Centres use evidence-based health promotion models, coordinate with healthcare professionals and universities and use innovative technology and current knowledge to promote health.



Centre for Lifelong Learning and the Arts Model

These Seniors Centres focus on intellectual stimulation, personal growth, and enhanced quality of life. They are culturally and linguistically diverse and celebrate our creativity.



Continuum of Care / Transition Model

These Seniors Centres coordinate information, access, and service delivery to the aging population. They provide programming that meet the changing needs of the consumer as they age in their community.



The Next Chapter Model

These Seniors Centres provide life planning programs to explore future possibilities and goals as people age. They recognize that seniors prefer to use their skills and experience in flexible work or service opportunities.



Entrepreneurial Model

These Seniors Centres focus on philanthropic funding rather than public funding. They are consumer driven and are open during non-traditional hours to attract diverse consumers.



Cafe Model

These Seniors Centres have a retail approach to their programs. The cafe is the centrepiece for these centres and they offer programs that are in addition to cafe's at various sites.



The *Seniors Centres of the Future Research Report* identified specific gaps, barriers, and challenges that Seniors Centres need to address to continue to meet the needs of seniors and their communities.

The following boards will provide you with the opportunity to give your input regarding these issues.



**SENIORS CENTRES AS
COMMUNITY HUBS**

Community Hubs provide a central point of access for information and services that meet the needs of the entire community, not just a specific age group.

Seniors Centres could balance the desire for seniors-only spaces while meeting the needs of other community members.



SOCIAL INCLUSION

Isolation and loneliness are critical concerns with significant impact on seniors quality of life.

Seniors Centres could provide opportunities to form social bonds, build friendships and deepen connections.



AGEISM

Ageism is the prejudice and discrimination against individuals or groups because of their age. It may lead to isolation, invisibility, social exclusion, elder abuse, etc.

Seniors Centres could help change public perceptions about aging.



**INTERGENERATIONAL
PROGRAMMING**

Intergenerational spaces connect individuals of any age, to share, learn, and engage with each other.

Seniors Centres could build capacity, leadership, resources, and connections in order to improve intergenerational programming.



HEALTH & WELLNESS

Health and active aging includes improving or maintaining overall physical, emotional and mental functioning.

Seniors Centres could demonstrate the important role they play for the health and wellness of the aging population.



CULTURAL DIVERSITY

Seniors are one of the most diverse groups of people and cultural diversity among seniors is increasing.

Seniors Centres could build capacity to meet the needs of seniors from diverse cultural groups.



SENIORS CENTRES AS
COMMUNITY HUBS

Where is your Community Hub?

Please use the provided stickers to indicate your response.

Seniors Centre	Recreation and/ or Community Centre	Faith-Based Organization	Other

.....

.....

If 'Other' please elaborate with provided sticky notes



SOCIAL INCLUSION

Where do you go to build and maintain friendships and social networks?

Please use the provided stickers to indicate your response.

Seniors Centre	Recreation and/ or Community Centre	Faith-Based Organization	Other

.....

.....

If 'Other' please elaborate with provided sticky notes

How could Seniors Centres function as Community Hubs?

Please use the provided comment cards to post your response.

What is the role of Seniors Centres in fostering social interaction in communities?

Please use the provided comment cards to post your response.



AGEISM

Do you feel excited about aging?

Please use the provided stickers to indicate your response.

Yes Neutral No

.....

.....

If 'Other' please elaborate with provided sticky notes

What is the role of Seniors Centres in making you excited to age?

Please use the provided comment cards to post your response.

Where do you go to interact with different generations?

Please use the provided stickers to indicate your response.

Seniors Centre Recreation and/or Community Centre Faith-Based Organization Other

.....

.....

If 'Other' please elaborate with provided sticky notes

What is the role of Seniors Centres in supporting intergenerational activities?

Please use the provided comment cards to post your response.



Where would you go to get services that support your physical, mental, and emotional health?

Please use the provided stickers to indicate your response.



Seniors Centre Recreation and/or Community Centre Faith-Based Organization Other

.....
.....

If 'Other' please elaborate with provided sticky notes

What is the role of Seniors Centres in supporting health and wellness?

Please use the provided comment cards to post your response.

●	●	●	●
●	●	●	●

Where do you go to experience multicultural activities?

Please use the provided stickers to indicate your response.



Seniors Centre Recreation and/or Community Centre Faith-Based Organization Other

.....
.....

If 'Other' please elaborate with provided sticky notes

What is the role of Seniors Centres in intercultural learning?

Please use the provided comment cards to post your response.

●	●	●	●
●	●	●	●



Do you have any additional comments, questions, or ideas?

Please use the sticky notes and pens provided to leave any additional questions, comments or big ideas.

PUBLIC ENGAGEMENT
SHARE YOUR VOICE SHAPE YOUR CITY



Welcome to the
AGE FRIENDLY EDMONTON and
EDMONTON SENIORS CENTRES STRATEGY
PUBLIC DROP-IN EVENT



EDMONTON SENIORS CENTRES STRATEGY

The Advancing Age Friendly Edmonton and Edmonton Seniors Centres Strategy projects are an opportunity to address age friendly priorities and support healthy aging in Edmonton.

Join us at one of our drop-in sessions to provide your input on how we can best support our aging citizens together, now and in the future.

Your ideas will be used to prepare an updated Age Friendly Edmonton work plan and to set out priority actions to be included in the Seniors Centres Strategy.

This is an opportunity for Edmontonians, of all ages, to identify how we age better together.



A man in a maroon sweater and glasses stands talking to a woman in a grey patterned sweater. They are in a large, modern atrium with a wide staircase in the background.

The woman in the grey sweater is looking at a small white card or brochure she is holding. Other people are visible in the background, some looking at informational displays on easels.

A woman in a black hijab is sitting at a table, looking at a document. Another woman in a purple top is leaning over the table, and a woman in a grey top and light-colored pants is writing on a document. There are various items on the table, including a water bottle, a cup, and some papers.

A man in a dark jacket is standing on the right side of the frame, looking towards the center of the room. The floor has a geometric pattern, and the overall atmosphere is one of a public consultation event.