

## **SENIORS AGE-FRIENDLY STRATEGY UPDATE**

---

### **EXECUTIVE SUMMARY**

Calgary's population is aging. The City of Calgary is leading the development of a community-wide Seniors Age-Friendly Strategy to ensure we are ready to support our citizens as they age.

Community & Neighbourhood Services (CNS) is working with other City of Calgary business units, other levels of government, non-profit organizations that provide services to older adults, older adult community representatives, and members of health, post-secondary education, and the private sector on the development of a strategy and implementation plan. The World Health Organization's Age-Friendly Cities framework is guiding this development.

This report provides the finalized vision, principles and goals of the Seniors Age-Friendly Strategy, as developed by stakeholder working groups and subject matter experts, and approved by the Steering Committee. The newly created vision, "Calgary is an age-friendly city where all people have lifelong opportunities to thrive" is supported by a set of principles and eight specific goals.

CNS will report back to Council through the SPC on Community and Protective Services in 2015 June on the full Seniors Age-Friendly Strategy and implementation plan.

### **ADMINISTRATION RECOMMENDATION(S)**

That the SPC on Community and Protective Services receive this report for information.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

On 2013 March 18, Intergenerational Support Strategy Notice of Motion (NM2013-10) directed Administration "to return to Council, through the SPC on Community and Protective Services, with a report detailing what work is already being done within The City and in the community, on senior-friendly strategies, and a potential work plan for this work going forward, no later than 2013 June."

On 2013 July 29, Council approved the Seniors Age-Friendly Strategy report (CPS2013-0374), directing Administration "to develop a community-wide Seniors Age-Friendly Strategy and implementation plan and report back to the SPC on Community and Protective Services with a progress report no later than 2014 June".

On 2014 June 23, Council approved the Seniors Age-Friendly Strategy Update report (CPS2014-0434), directing Administration "to report back to Council through the SPC on Community and Protective Services with a Seniors Age-Friendly Strategy and implementation plan progress report no later than 2015 June", and "to finalize the shared vision, principles and goals and report back to the SPC on Community and Protective Services by 2014 December 10".

## SENIORS AGE-FRIENDLY STRATEGY UPDATE

---

### BACKGROUND

In the 30 years between 2012 and 2042, the population in Calgary aged 65 or older is expected to triple, rising from approximately 100,000 to over 300,000 citizens – shifting from 10 to 20 per cent of the total population. Over the same period, the average age of Calgary residents is expected to increase from 38 in 2012 to the range of 44 or 45 in 2042. The older adult population is expected to be very diverse in terms of culture, language, ability, age, socio-economic status, education, and employment experience. The variety of needs and resources to support Calgary's diverse older adult population will present both challenges and opportunities for The City and other community stakeholders.

The City, other orders of government, and non-profit providers of services for older adults have recognized the need to develop a comprehensive community strategy in order to plan for this demographic change. The 2013 Notice of Motion for an Intergenerational Support Strategy to prepare for Calgary's changing demographics, presented by Aldermen Mar, Demong, Pincott, and Keating, led to Council's direction to create a Seniors Age-Friendly Strategy. The World Health Organization's (WHO) Age-Friendly Cities initiative, which is research-based, internationally recognized, and community-wide in scope, provides the framework for Calgary's Seniors Age-Friendly Strategy.

Initial public and stakeholder engagement took place between 2014 January and June to identify local concerns and priorities. Following the engagement process, a governance model was established, with the recruitment of a multi-stakeholder Steering Committee and an Advisory Committee of senior (age 65 and over) Calgary residents. Further detail about the engagement process and establishment of the governance model was provided in the previous update report (CPS2014-0434). At the direction of the Standing Policy Committee on Community and Protective Services on 2014 June 4, the terms of reference for the Steering Committee and the Advisory Committee have been provided in Attachments 1 and 2.

### INVESTIGATION: ALTERNATIVES AND ANALYSIS

Following the 2014 June Seniors Age-Friendly Strategy Update (CPS2014-0434), the Steering Committee established working groups of subject matter experts in eight focus areas, and an additional working group to create an initial draft of the vision and principles. The Advisory Committee provided input on the drafts based on their lived experiences of aging in Calgary, and the Steering Committee revised and approved the vision, principles, and goals for the Seniors Age-Friendly Strategy.

The shared vision, principles, and goals of the Seniors Age-Friendly Strategy are outlined below. The vision and principles reflect both the local context of research and practice, as well as the frameworks of active aging and age-friendly cities developed by the WHO. Each of the goals reflects one of the local priority issue areas determined through the public and stakeholder engagement process that was completed in 2014 June (Attachment 3).

**Vision:** *Calgary is an age-friendly city where all people have lifelong opportunities to thrive.*

## **SENIORS AGE-FRIENDLY STRATEGY UPDATE**

---

### **Principles:**

- An age-friendly city is one where all older adults can be full and meaningful participants in their community.
- Age-friendly initiatives are based on person-centered principles, and are accessible, affordable, equitable, and comprehensive. Age-friendly initiatives are inclusive of the diversity of the aging population, including age, family status, culture, mobility, ethnicity, ability, sexual orientation, belief systems, socio-economic status, and language.
- An age-friendly city is responsive to the needs of older adults who are vulnerable.
- Age-friendly initiatives will be based on best available information, will nurture innovation, and will be evaluated for their effectiveness.
- Older people are actively involved in the creation, implementation, and evaluation of an age-friendly city.
- The Seniors Age-Friendly Strategy will focus on the strengths and opportunities presented by an aging population and will highlight the importance of choice for members of the aging population.
- An effective Seniors Age-Friendly Strategy includes collaborative partnerships with the public, private, and non-profit sectors.
- An age-friendly strategy recognizes that older adults contribute to the community in many ways.
- The City of Calgary and partner organizations are collectively accountable to achieve the goals of the Seniors Age-Friendly Strategy.

### **Goals:**

1. Calgary is committed to enabling the participation, wellbeing, belonging and security of its diverse older adult population.
2. Information and services are available and accessible for all in Calgary's diverse aging population.
3. Older adults have a wide selection of opportunities to actively participate and contribute to the community.
4. A variety of private, public, and alternative transportation options support Calgarians to move freely throughout the city as they age.
5. There are a range of housing options, from single-family to congregate living, available, affordable, and suitable for Calgary's aging population.
6. Programs and services for the prevention of and response to elder abuse are provided city-wide through a coordinated community response model.
7. Older adults are valued as employees and are empowered to maintain or improve their financial security.
8. Community and health services support older adults to age safely in the community.

In 2015 January, the Seniors Age-Friendly Strategy Project Team will establish a working group of City business unit representatives that provide services to Calgary's aging population. Once outcomes for the Seniors Age-Friendly Strategy have been determined, the internal working group will develop indicators and performance measures for which The City is responsible. Once an initial draft of the Seniors Age-Friendly Strategy has been completed, the internal

## **SENIORS AGE-FRIENDLY STRATEGY UPDATE**

---

working group will undertake a sustainability appraisal process facilitated by the Office of Sustainability with results to be included in the report to Council in 2015 June.

The implementation plan for 2015-2018, including measurable outcomes, actions, timelines, and the responsibilities of all stakeholders will be brought forward in the 2015 June report. The plan will identify outcomes that are achievable within the initial four-year period, and longer-term outcomes that will be achieved in subsequent four-year cycles. The plan will also identify the governance structure for implementing and monitoring the Seniors Age-Friendly Strategy, as well as roles and responsibilities of partner organizations including Alberta Seniors, Alberta Health Services, local non-profit organizations, and representatives from the private sector.

The City is also working closely with community partners to ensure that the Seniors Age-Friendly Strategy is aligned with related initiatives that are currently underway in the community. For example, the Dementia Network is in the process of creating a strategy that includes development of “dementia-friendly communities”, and the Elder Abuse Response Team has brought together other organizations to develop a comprehensive coordinated community response model for elder abuse.

### **Stakeholder Engagement, Research and Communication**

Three public and stakeholder engagement activities directly informed the identification of local priority areas for the Seniors Age-Friendly Strategy. Public engagement included focus groups with older adults and caregivers, and a telephone survey of Calgarians. Stakeholders from the public, private, and non-profit sectors dedicated a total of 525 hours to a series of strategic planning sessions to identify community priorities.

Two other mechanisms for ongoing public and stakeholder engagement have been built into the strategy development process. The Advisory Committee provides monthly input into the development of the Seniors Age-Friendly Strategy based on the members’ lived experiences of aging in Calgary. The input is used to inform the decisions of the Steering Committee. In addition, a group of stakeholders representing the needs of diverse and vulnerable older adults was convened in 2014 September to provide initial input regarding the varied needs and strengths of Calgary’s older adult population. These stakeholders will reconvene in 2015 to review the first draft of the Seniors Age-Friendly Strategy and provide recommendations regarding the inclusion of diverse and vulnerable older adults.

The Steering Committee determined focus areas for the Seniors Age-Friendly Strategy based on the priorities identified through the public and stakeholder engagement. The goals were drafted based on the directions proposed by working groups in each of the eight focus areas, with the input of the Advisory Committee.

### **Strategic Alignment**

The Seniors Age-Friendly Strategy and implementation plan align with Council’s 2015-2018 Priority for a prosperous city P8: Respond to the needs of an aging population.

The City of Calgary’s *Sustainability 2020* establishes a target for Calgary to be an age-friendly city by 2020, and recommends that The City develop and implement a city-wide strategy. The

## **SENIORS AGE-FRIENDLY STRATEGY UPDATE**

---

Seniors Age-Friendly Strategy and implementation plan will include outcomes and measures toward reaching this target.

Due to its broad, cross-departmental scope, the Seniors Age-Friendly Strategy will align with policies and plans at the corporate and business-unit level, including the:

- Municipal Development Plan;
- Calgary Transportation Plan;
- Corporate Accessibility Policy;
- Fair Calgary Policy;
- Welcoming Community Policy;
- Diversity and Inclusion in the Workplace Framework;
- Affordable Housing Strategy;
- Pedestrian Strategy;
- Active Aging strategy;
- Recreation for Life service approach included in the Recreation Master Plan; and,
- Social Sustainability Framework.

### **Social, Environmental, Economic (External)**

#### **Social**

The shared vision, principles and goals of the Seniors Age-Friendly strategy will assist in creating a strategy that provides opportunities for socially isolated seniors to participate more fully in their communities with other seniors, as well as people of different generations. By improving access to information and services, all older Calgarians will have improved opportunities to age in place and participate fully in the community. In addition, by aligning the age-friendly efforts of various City service areas, we can identify more ways to remove barriers for all citizens. For example, by making outdoor spaces, buildings and vehicles more accessible for seniors, people with disabilities and parents with small children will also benefit.

#### **Environmental**

Communities that incorporate housing, transportation and services within geographically centralized areas are not only senior friendly; they have a smaller ecological footprint.

#### **Economic**

A proactive approach to planning communities with seniors in mind can help The City avoid costly interventions down the road. As well, age-friendly cities help people stay healthy and active, promote independence and reduce the need for complex health and social service interventions in the future.

#### **Financial Capacity**

##### **Current and Future Operating Budget:**

The development of a Seniors Age-Friendly Strategy and implementation plan are being undertaken with current resources. CNS has allocated resources within *Action Plan 2015-2018* for the ongoing coordination of the implementation plan. Other business units and external partners will be responsible for determining and allocating funding as required to deliver on shared outcomes. Resource requirements across Administration will continue to be monitored

## **SENIORS AGE-FRIENDLY STRATEGY UPDATE**

---

as implementation begins, and the potential need for further resources may be identified through the budget adjustment process in 2016 and through the 2019-2022 budget planning cycle.

### **Current and Future Capital Budget:**

None identified as a result of this report.

### **Risk Assessment**

There is a risk that the strategy may not be able to be implemented to its full scope, if funds are not available for the continuation of work after the initial two years have been completed. Resourcing and budget requirements will be identified in the Seniors Age-Friendly Strategy implementation plan in 2015 June. The potential need for further resources may be identified through the budget adjustment process in 2016 and through the 2019-2022 budget planning cycle.

There is also a risk that the principle stating that “older people are actively involved in the creation, implementation, and evaluation of an age-friendly city” could be challenging to uphold over a four-year implementation cycle. As the Seniors Age-Friendly Strategy moves into the implementation phase, it will be important to build in a mechanism for the ongoing meaningful involvement of older adults.

### **REASON(S) FOR RECOMMENDATION(S):**

As directed by Council at the 2014 June 23 meeting of Council, Administration is reporting back with the finalized shared vision, principles and goals of the Seniors Age-Friendly Strategy.

### **ATTACHMENT(S)**

1. Seniors Age-Friendly Strategy Steering Committee Terms of Reference
2. Calgary Age-Friendly Advisory Committee Terms of Reference
3. Seniors Age-Friendly Strategy Local Priority Issue Areas