

Creating a Senior Friendly™ Community

Grey Matters Conference
September 13, 2012





Provinces and territories of Canada

Bridgewater, Nova Scotia



Quick Facts – The Present

Nova Scotia

- ☀️ The oldest province (16.5%)
- ☀️ 153,370 people aged 65+
- ☀️ Working age 61% of overall pop

Alberta

- ☀️ The youngest province (11.1%)
- ☀️ 405,725 people aged 65+
- ☀️ Working age 70% of overall pop



Quick Facts – The Future

Nova Scotia

- ☀ By 2021, seniors = 22% of the province's pop
- ☀ By 2036 = 28.6% of pop 65+

Alberta

- ☀ By 2021 seniors = 15% of the province's pop
- ☀ By 2036 = 21.6% of pop 65+



Happy Birthday!

Every
month
1,000 Nova
Scotians
turn 65



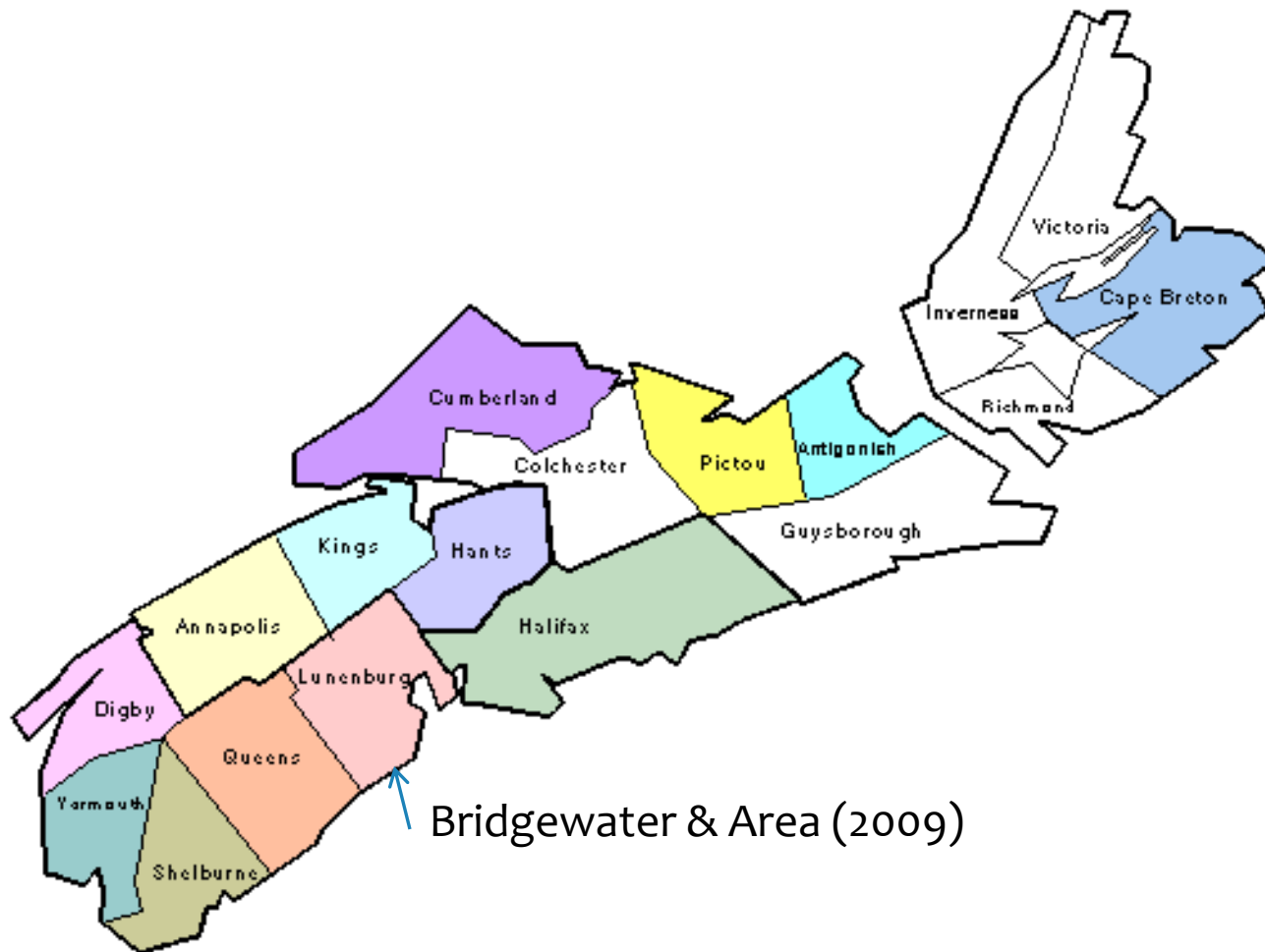
Source: Dept of Seniors, Nova Scotia, 2011

Background

- * Dept of Seniors, NS – Seniors Safety Program
 - * Civilians attached to police services
 - * Provide information & referral
 - * Group programs and in-home visits
 - * Concerned primarily with elder abuse



Seniors Safety Programs



Source: Dept of Seniors, Nova Scotia

What is the Senior Friendly Program?

- * A tool to teach businesses and organizations how to be more age-friendly
- * Core program has two components:
 1. Senior Friendly Check Up - a physical audit of the building and surrounds using standard checklist
 2. Senior Friendly Training – frontline staff learn how to meet the needs of seniors



Why Senior Friendly?

- * Shows commitment to seniors
- * Engages, involves & includes seniors
- * Helps seniors remain in their community
- * Reduce ageism – reduce elder abuse
- * Raises awareness about my program



Our First Steps

- * **Contacted Alberta Council on Aging (ACA)**
 - * Beth attended training in Edmonton Sept 2009
- * **Gathered resources:**
 - * Senior Friendly training kit
 - * Statistics / demographics
 - * Researched Ponoka, Alberta
 - * Guidebook (<http://lin.ca/resource-details/2388>)



Rolling out the program

- * Coalition for an Age-friendly Community
- * Organized into working groups: Training, Promotions, Volunteer, Check Up
- * Funding:
 - * New Horizons for promotions
 - * Crime prevention grant – offset training \$
- * Official launch - April 2010



The Process (1)

1. Organization requests Check Up (\$15)
2. Check Up completed by our volunteers
3. Org reviews Check Up and fills out their Action Plan
4. Check Up, Action Plan & \$15 sent to ACA
5. ACA issues certificate (stage one complete)



The Process (2)

6. Organization agrees to Senior Friendly Training
7. Team delivers training onsite (\$15 per person)
8. We send names + \$ to ACA
9. ACA issues certificates & pins for each participant AND
10. Organization is designated Senior Friendly!



Role of ACA

- ☀ Information and consultation
- ☀ Support and training materials, train instructors
- ☀ Administer certification and recognition for individual businesses, groups and community
- ☀ Public relations activities and affirmations
- ☀ Provide logos and guidelines for use
- ☀ Yearly checkups for maintaining Senior Friendly™ status



Recruiting Businesses



- * Build excitement – highlight benefits
- * Targeted specific kinds of businesses AND organizations
- * Municipality KEY



Check Ups

- * Volunteers coordinate directly with organization
- * 2 copies – one to business, one to ACA
- * Action Plan, Check Up & \$15 to ACA



Check Ups

- * Conducted by seniors – in teams of two
- * Volunteers trained to do Check Ups



Senior Friendly Training

- * Critical element
- * Training team: Smaller / 2 trainers –
Larger / 3 trainers (senior, falls prevention)
- * Use the training manuals & ACA
PowerPoint
- * Print our own manuals (\$15 vs \$30)



Training



- * Two hours – 1 hr classroom
1 hr experiential
- * Key learning from hands-on activities
- * Experiential activities customized to organization



Early Success



- * 13 Check ups – in first six months
- * Four teams of checkers (8 seniors)
- * Great training team
- * 15 businesses designated in the first full year
- * TOTALS = 34 Check Ups / 19 full Designations



Challenges



- * Costs - Time and Money
 - * Solutions: Applied for grant money, train on-site
- * Completing Check Up AND Training
- * Promotion, promotion, promotion
- * Recruiting specific kinds of businesses
- * Coordination and administration



Today

- * Working towards meeting our targets to become first Senior Friendly community in Atlantic Canada
- * Fitting in to the Age-friendly Communities framework
- * Spreading the word about Senior Friendly
- * Continuing to engage seniors



Questions?

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