

ESCC Strategic Plan 2021-2025

Vision for ESCC

Collective community action that engages, empowers and enables older adults and supports their well-being.

Mission for ESCC

ESCC brings people, ideas, and information together to build collaborative approaches to services, supports and circumstances affecting older adults.

Values

Leadership: We create opportunities to develop a systemic approach and a common plan of action.

Innovation: We challenge assumptions to create and improve processes and outcomes.

Cooperation: We achieve more by working with others toward a common purpose.

Knowledge: We seek and share knowledge.

Integrity: We are honest and open.

Inclusion: We respect and engage with multiple and diverse perspectives and voices to build equity.

Looking Forward: Strategic Issues for ESCC

As we look forward ESCC will be mindful of the following strategic issues:

- The *diverse nature of the older adults' population* in Edmonton.
- The *systemic oppressions* that members of disadvantaged communities in Edmonton face.
- The *foundation and credibility* ESCC has built since its inception.
- The *interest of organizations* such as Home Care and Alberta Health Services to work with community-based organizations serving older adults. System to system conversations are required.
- The importance of *meaningful information* and *evidence-based practice*.
- The need for *collaborative approaches*.
- The recognition that *resources are limited* and *leveraging and sharing resources* to benefit older adults is important.
- The need to *communicate effectively* the value and abilities of the senior serving sector.
- The need for *common agendas* across senior serving agencies and the ability to advocate and work as a sector.
- The *expectation from several stakeholders that the Council take on a leadership role* in the older adults serving sector.

Desired Results

ESCC, with many others in our community, is committed to building an Age Friendly Edmonton. If ESCC achieves all we hope to achieve over the next three to five years, we will see:

- *A framework* to support systemic approach for Edmonton *CBSS network*.
- A *model* that supports the effectiveness of the framework in the long-term (creating a network of connected programs and services that provide a wide range of supports and, in some cases, integrated processes).
- High level of alignment and coordination between senior serving organizations.

- ESCC is supporting working groups, networks, and the Framework to develop capacity and meet needs of older adults.
- Governance/oversight of ESCC is broadly based in the community across multiple sectors involved in the Framework.
- ESCC role as backbone is clearly defined, understood, and valued by the community.
- A Leadership Table is established to govern the implementation of the framework.
- ESCC is accountable to a Leadership Table that is the governance body for the framework.
- A consensus amongst stakeholders on the value of coordination and collaboration.
- The Edmonton seniors sector is supported to be inclusive and engage in approaches that respond to the needs of older adults from ethno-cultural and emergent communities.
- Stakeholders are committed to collectively advancing shared strategic priorities.
- Stakeholders are aligned and support mutually beneficial approaches that foster collective action, shared leadership.
- Stakeholders participate in the development and implementation of the framework and the model for working together.
- Organizations understand the seniors sector, their place within it and where they can participate and contribute.
- ESCC plays a leadership role and the Edmonton seniors sector is empowered to become more collaborative, connected, and coordinated.
- Increased capacity to collaborate across organizations and systems to address issues that impact older adults.

Goals for 2021-2025 (Broad goal with objectives listed for each goal)

1) ESCC builds linkages and facilitates/leverages collaborative action:

- Support the Edmonton network of stakeholders with mutually beneficial approaches that foster collective action, shared leadership, and the implementation of a coordinated seniors sector model.
- Support the emergence of a governance structure for the framework.
- Support the Edmonton network of stakeholders to be inclusive and engage in approaches that respond to the needs of older adults from ethno-cultural and emergent communities.

2) ESCC disseminates meaningful and timely information to network stakeholders:

- Support increased knowledge of the range of services provided by the community-based senior-serving sector.
- Create awareness of the effectiveness and value of the community-based senior-serving organizations. Providing and linking network stakeholders to information, resources, and opportunities to strengthen their knowledge, effectiveness and evidence-based practices.

3) ESCC amplifies the voices of older adults (and the organizations that serve them) relating to systemic barriers:

- Play a leadership role in empowering the Edmonton seniors sector to become more collaborative, connected, and coordinated.
- Participate in local, regional, provincial, and national initiatives and partnerships with all orders of government, nonprofit and private organizations, educational institutions, and other organizations that advance the role of the CBSS sector.
- Initiate conversations and opportunities for the Edmonton seniors sector to connect, identify common issues and opportunities, to engage experts, and take collaborative actions that offer benefits to older adults.
- Influence change to offer benefit to older adults.