



## Advisory Committee on Aging

Conducted Electronically Via MS Teams

Thursday, May 12, 2022  
1:00 PM

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### Agenda

#### Public Participation for the May 12, 2022, Advisory Committee on Aging Meeting

The Advisory Committee on Aging (Committee) will be conducting the May 12, 2022, Meeting through electronic communications in accordance with section 199 of the *Municipal Government Act*.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of virtual participation via MS Teams or by submitting their delegation comments by email.
- To participate virtually via MS Teams:
  - Anyone wishing to speak via MS Teams to an item on the May 12, 2022 Committee Meeting Agenda must pre-register by 9:00 a.m., May 12, 2022.
  - To register to speak via MS Teams, please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) or call 780-743-7001 with your name, your phone number and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make a written submission as a delegation before or during the live meeting:
  - Please complete the online form found at <https://www.rmwb.ca/writtendelegation/> or email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca)
  - Please note that written comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
  - All written submissions are public and will be included in the Committee Meeting Agenda Package as part of public record.

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1. **Call to Order**

2. **Adoption of Agenda**

3. **Minutes of Previous Meetings**

3.1. Advisory Committee on Aging Meeting - April 14, 2022

4. **New and Unfinished Business**

4.1. Krystell O'Hara, Program Manager, Community and Protective Services, and Shoaib Syed, Strategist, Communications and Engagement, re: Wood Buffalo for All Engagement

4.2. Wood Buffalo Age-Friendly Workplan Updates

- Workplan Overview
- Celebrating Seniors Event

4.3. YMM Magazine Top 10 over 60 Update

4.4. Accessibility Audit Update

4.5. Alberta Age-Friendly Community of Practice Update

4.6. Action Log

4.7. Information Updates

**Adjournment**

**Minutes of a Meeting of the Council of the Regional Municipality of Wood Buffalo held via electronic communications in Fort McMurray, Alberta, on Thursday, April 14, 2022, commencing at 1:00 PM.**

**Present:**

Henry Hunter, Chair, Wood Buffalo Housing Representative  
 Luana Bussieres, Vice-Chair, St. Aidan's House Society Representative  
 Carolyn Evancio, Seniors Resource Committee Representative  
 Nicholas Paulson, Indigenous Representative  
 Darline Reid, Alberta Health Services Representative  
 Ken Saunderson, Golden Years Society Representative

**Absent:**

Ken Ball, Councillor  
 Denise Wilkinson, Senior At Large - Urban  
 Maureen Grandjambe, Senior At Large – Rural

**Administration:**

Deanne Bergey, Director, Community and Protective Services  
 Martin Byaruhanga, Department Administrator, Community and Protective Services  
 Caitlin Sheaves, Clerk, Legislative Services

**1. Call to Order**

Chair Henry Hunter called the meeting to order at 1:04 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Ken Saunderson
<b>SECONDER:</b>	Carolyn Evancio
<b>FOR:</b>	Hunter, Evancio, Bussieres, Saunderson, Paulson
<b>ABSENT:</b>	Ball, Wilkinson, Reid, Grandjambe

### 3. **Minutes of Previous Meetings**

#### 3.1. **Advisory Committee on Aging Meeting – March 10, 2022**

THAT the Minutes of the Advisory Committee on Aging Meeting held on March 10, 2022, be approved as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Carolyn Evancio
<b>SECONDER:</b>	Luana Bussieres
<b>FOR:</b>	Hunter, Evancio, Bussieres, Saunderson, Paulson,
<b>ABSENT:</b>	Ball, Wilkinson, Reid, Grandjambe

### 4. **New and Unfinished Business**

#### 4.1. **Age-Friendly Work Plan Implementation Update**

##### Entrance

Committee Member Darline Reid entered the meeting at 1:10 p.m.

Martin Byaruhanga, Department Administrator, Community and Protective Services, provided a brief update on the Age-Friendly Work Plan Implementation, noting that the Celebrating Seniors event will be taking place on April 28, 2022.

#### 4.2. **Seniors' Week Update**

Caitlin Sheaves, Clerk, Legislative Services, provided a brief update on the Seniors' Week event, noting that Legislative Services continues to collaborate with the Office of the Mayor to coordinate the Seniors' Luncheon. It was further noted that additional updates will be provided by email when available.

#### 4.3. **Administrative Updates**

Martin Byaruhanga, Department Administrator, Community and Protective Services, provided an update from the most recent Alberta Age-Friendly Community of Practice webinar regarding the housing needs of Seniors and what living well in a community looks like for the senior population.

#### 4.4. **Information Updates**

Committee Member Carolyn Evancio provided an update on behalf of the Seniors Resource Committee (SRC) noting that a letter of support was sent to YMM Magazine regarding a seniors' recognition feature and that the SRC will be meeting with YMM Magazine to follow up on the request.

Chair Henry Hunter provided an update on behalf of the Wood Buffalo Housing and Development Corporation, noting that Rotary House is currently facing an outbreak of COVID-19, which is being monitored closely. It was further noted that Rotary House currently has resident vacancies and Committee Members were encouraged to share this with their network.

### **Adjournment**

The meeting adjourned at 1:37 p.m.

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Chair

Wood Buffalo  
For All



# Opportunity Statement

- The Wood Buffalo For All campaign is a public education initiative to tackle discrimination and racism in our region by generating awareness of the issue, sharing resources to help people who are frequently targeted to report and look for help, help bystanders recognize and address discriminatory behaviour, and to create a dialogue within our community.
- The Wood Buffalo For All campaign provides an opportunity to use positive and welcoming language to create a supportive environment for victims of discrimination and racism

# Why are we doing this?

the need to address racism and discrimination continues to grow

local research conducted in the region points towards minorities experiencing racism and discrimination in their workplace, schools, and local businesses

The Multicultural Association of Wood Buffalo's Discriminatory Barriers Report made the following observations:

- 40 per cent of the respondents reported experiencing discrimination or being treated unfairly in the last 12 months
- 45 per cent of the respondents indicated witnessing discrimination at the workplace
- 30 per cent of the respondents indicated witnessing discrimination at shops or restaurants
- over 80 per cent of respondents noted either feeling angry or sad about discrimination in the region
- this high percentage suggests real or perceived acts of discrimination have a negative impact not only on the people who experience it, but also those who witness it



## Why are we doing this?

The Diversity & Inclusion Community Plan 2017-2022 Workbook highlights community calls for more public education and awareness about inclusion and diversity

RACIDE's report, *The Anti-Racism and Discrimination Study*, highlighting the following key themes:

- racism is a problem in the RMWB
- lack of understanding of depth or scope of the problem
- real significant impact to region due to racism
- no platform for people to share concerns or receive support

# Why are we doing this?

- Incidents of hate tend to be underreported due to several reasons including the lack of trust that the incident would be dealt with, fear of consequences of being revictimized, and lack of trust the police would respond to it
- Canada has experienced a sharp increase of hate crimes in the past year, with the rate almost doubling since 2016
  - These statistics do not account for incidents, as incidents do not meet the threshold for a crime and happen more often than hate crimes

# Window of opportunity

- Growing support for work tackling racism and discrimination
  - Many organizations have publicly stated commitments to develop equity and inclusion policies and frameworks
- City of Toronto and City of Kingston have undertaken campaigns to address racism and discrimination; City of Calgary has publicly committed to launching an anti-discrimination campaign in the near future
- The public is asking for the government to play a bigger role

# Window of opportunity

- The Wood Buffalo For All campaign presents an opportunity to tap into this momentum and create a unifying message that Wood Buffalo is a place for all of us and respond to ongoing calls from residents and community organizations for the Municipality to do more to protect its residents. Further, it is also an opportunity to engage our community's strong social-profit sector (partnership opportunities) and community advocates to develop messaging and resources



# Keys to Success



Strong partnerships with local community organizations, social-profits, school boards, industry etc.



Education opportunities such as virtual training, webinar, human library, speaker series (similar to IRR)



Initiatives providing opportunities for residents and partners to get involved will be key in including our audiences engaged

# Wood Buffalo For All – rollout plan

- Launch with “Wood Buffalo is my Home” to introduce the Wood Buffalo For All campaign
  - NR
  - Video
  - YouTube
  - Movie theatre ad
  - Social media
  - Website
  - Transit ads

# Wood Buffalo For All – rollout plan

- Once the campaign is launched, and the content introduced to residents with the positive, welcoming message of “Wood Buffalo is our Home” we will focus on specific forms of discrimination. For example, Anti-Black Racism, Islamophobia, homophobia, transphobia, and Anti-Indigenous racism. Each theme will be introduced semi-annually (subject to change), with communications focused on raising awareness about that theme by telling local stories / stats and sharing resources, training and/or educational materials. During this phase, our messaging may be a bit harder hitting.

# Wood Buffalo is Our Home – video concept

- The concept is simple – actors, representative of a diverse demographic, will simply say “Wood Buffalo is our home” in English and their native languages with the words Wood Buffalo is For All being the last image on your screen. The intent is to empower the speakers as they claim that this community is their home but also to have the audience envision Wood Buffalo as home to many people and think about creating a safe space for everyone.



# Draft script

- Wood Buffalo is our home – Indigenous actor(s)
- Wood Buffalo is our home – Senior actor
- Wood Buffalo is our home – 2SLGBTQ+ couple
- Wood Buffalo is our home – Black actor
- Wood Buffalo is our home – Pakistani / Indian actor
- Wood Buffalo is our home – East Asian actor
- Wood Buffalo is our home – actor with disability
- Wood Buffalo is our home – homeless actor (will need to ensure this is appropriate – homelessness and poverty are a theme we want to address and showing a homeless actor who considers Wood Buffalo their home will be impactful)
- Wood Buffalo is our home – ASL – actor from deaf community
- Wood Buffalo is For All – Narrator with words appearing on the screen and background is drone footage of Wood Buffalo
- Wood Buffalo For All – the above words disappear and are replaced with the name of the campaign
- Learn more at [rmwb.ca/woodbuffaloforall](http://rmwb.ca/woodbuffaloforall) – white screen with web address and logo(s) only

# Web Strategy

- [rmwb.ca/woodbuffaloforall](http://rmwb.ca/woodbuffaloforall) or [rmwb.ca/wb4a](http://rmwb.ca/wb4a)
- Main web page to introduce Wood Buffalo For All and explain that it is a public education initiative to tackle discrimination and racism in our region by generating awareness of the issue, sharing resources to help people who are frequently targeted to report and look for help, help bystanders recognize and address discriminatory behaviour, and to create a dialogue within our community
- Provide local stats if available
- Main website to have all forms of discrimination that this campaign will focus on, highlighted, with a brief description of each – users will be able to click on any category (for ex. Islamophobia), and go to another web page that talks about that specific category

# Web Strategy

- Ageism
- Anti-Black Racism
- Anti-Asian Racism
- Disability Awareness
- Anti-Indigenous Racism
- Islamophobia
- LGBTQ2S+
- Poverty

## Subpages (example Islamophobia)

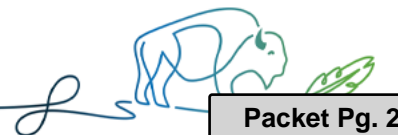
- Sub pages to provide information on the form of discrimination
- Example categories using Islamophobia for illustration purposes:
  - What is Islamophobia?
  - Why is the Municipality addressing this topic?
  - Why is it an issue that we should care about?
    - How does it impact victims, local residents, our communities
    - Including statistics would be impactful
  - What are some common misconceptions about Islam?
  - What views perpetuate Islamophobia?
  - How to be an ally for Muslims?
  - Resources
- **Note:** the content for each webpage will be developed by working closely with community organizations; opportunity to reach out to provincial or federal organizations for support with resources etc.

# Wood Buffalo Age-Friendly Work Plan



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

**Celebrating Seniors  
2022  
(ACoA)**

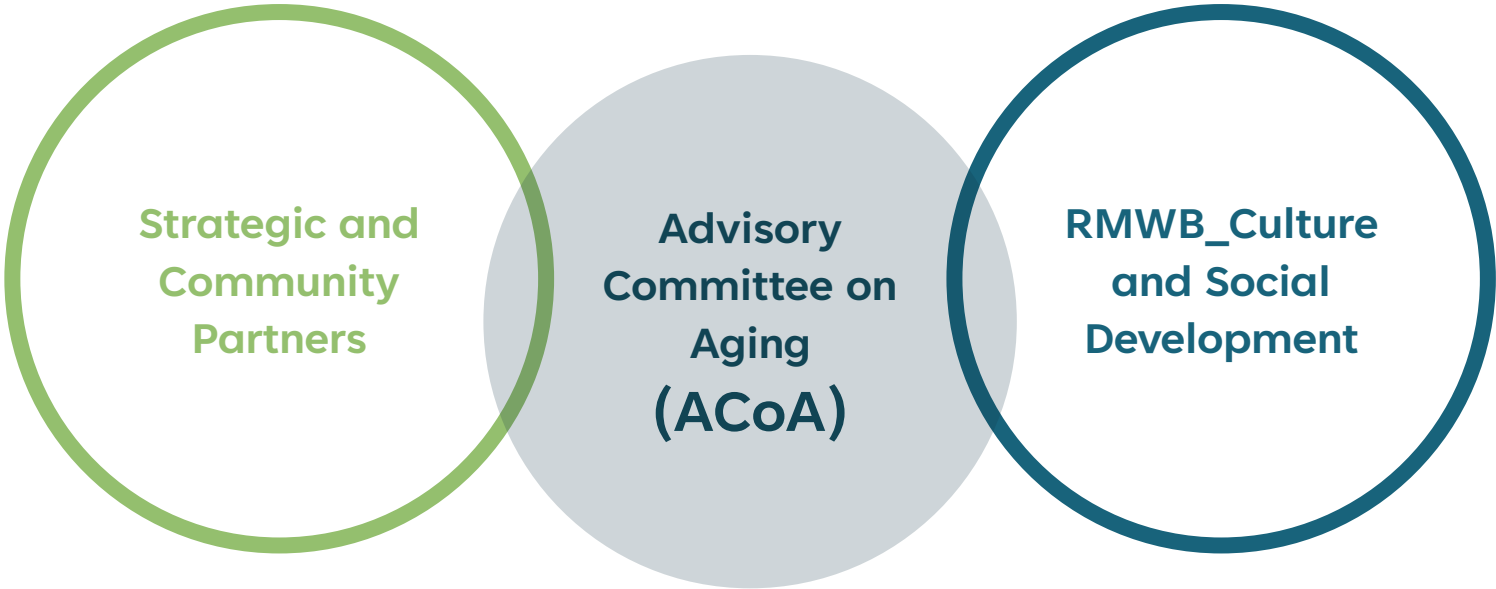


# What is an Age-Friendly Community?



An Age-Friendly community adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.

# Who is the Lead?



This is a community plan, and it is dependent on the whole region to achieve **our** goals. It’s going to take all of us to help improve what’s available for seniors in **our** community.





World Health Organization

# The WHO Age-Friendly Designation





# WHO-Eight Domains



# Why is this important?

## This is for everyone.

“The thing about ageism, is that the group we see as different from ourselves, is our own future selves.”

~Ashton Applewhite

## This is for our parents.

“We don’t have access to home care in rural areas. A public nurse will come to visit, but we cannot access services that will allow us to stay in our homes.”

~Age-Friendly Needs Assessment –  
RMWB (2017)

## This is for those we serve.

“It is widely acknowledged that a community that addresses its senior population’s needs is a community that is friendlier to all ages.”

~WHO 2007.

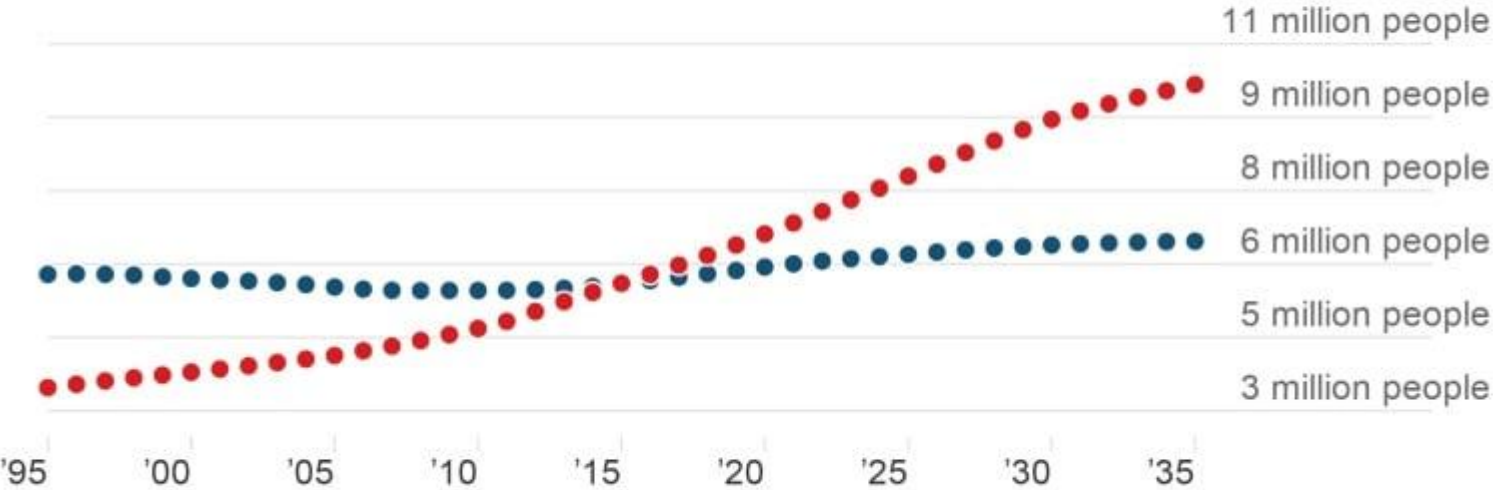
## This is for our community.

“When we build for older adults, we are being an inclusive community.”

~Community Partner

# Canada now has more seniors than kids under 15

■ Under 15 ■ Over 64



Source: Statistics Canada

Made with Chartbuilder

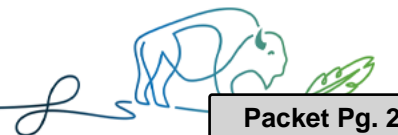


# Wood Buffalo Older Adults – by the numbers

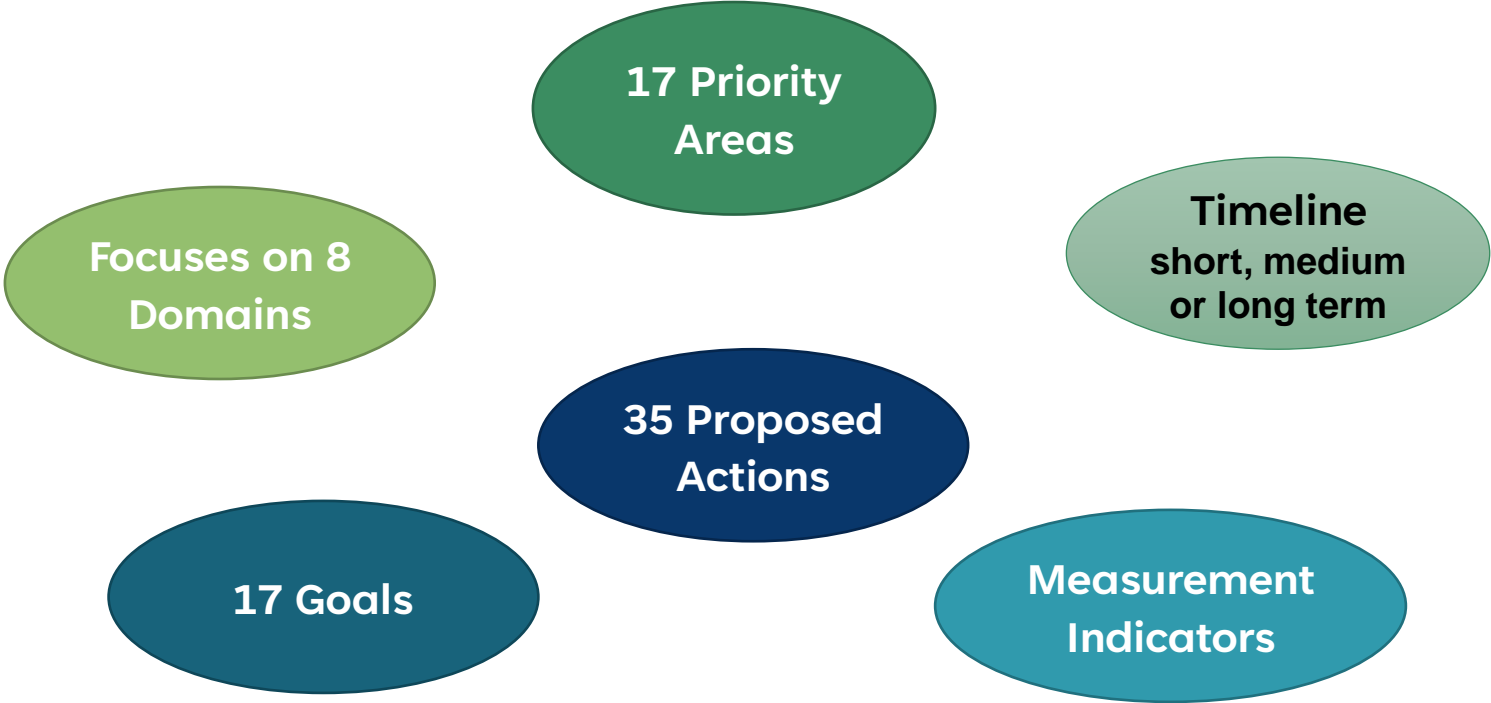
RMWB population among the 50 - 59 age group increased from 16.3% in 2012 to 17% in 2018

RMWB population among the 65 and above age group increased from 1.2% in 2012 to 3% in 2018

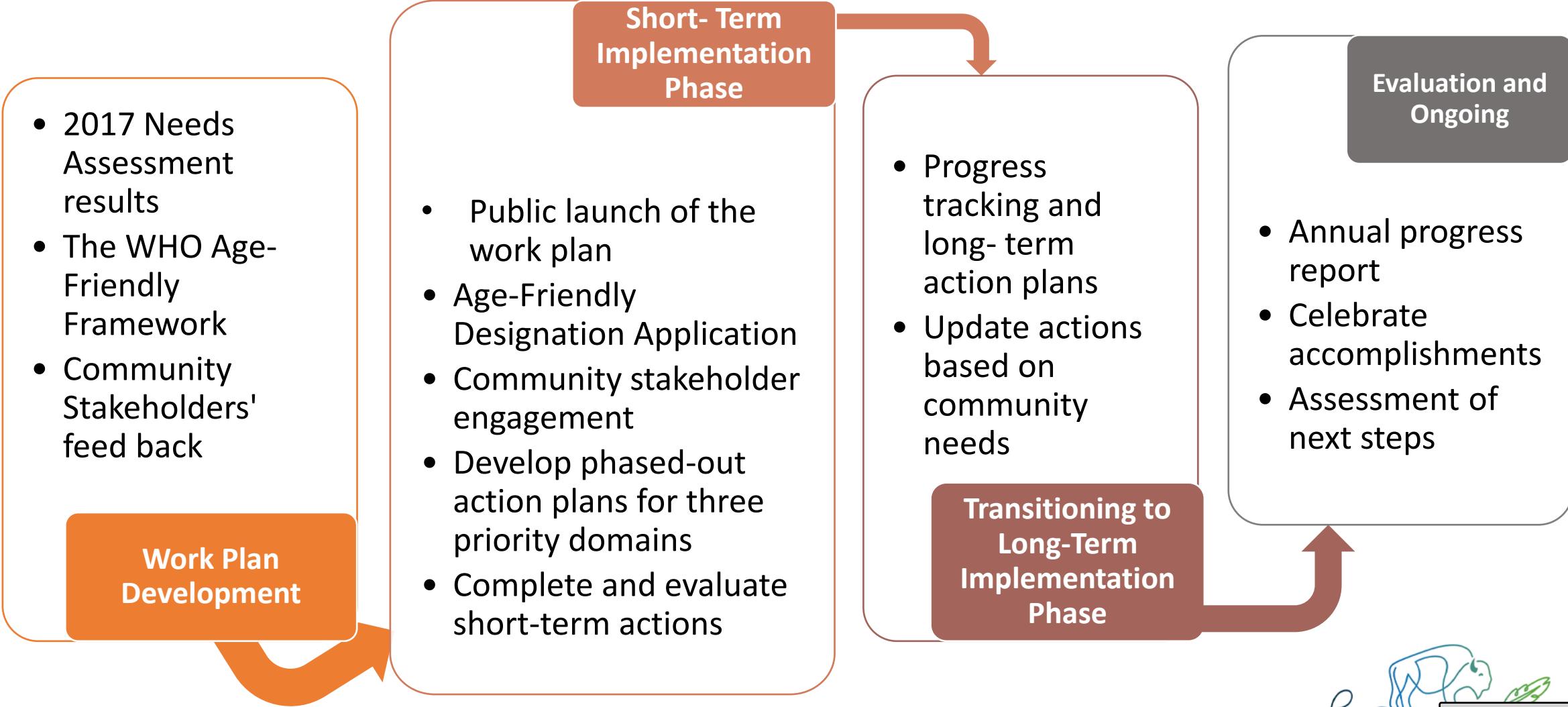
11.6% of the 65 and above age group reside in rural communities



The Age-Friendly Wood Buffalo Work Plan highlights the ACoA's Vision of Aging with Dignity in Wood Buffalo.



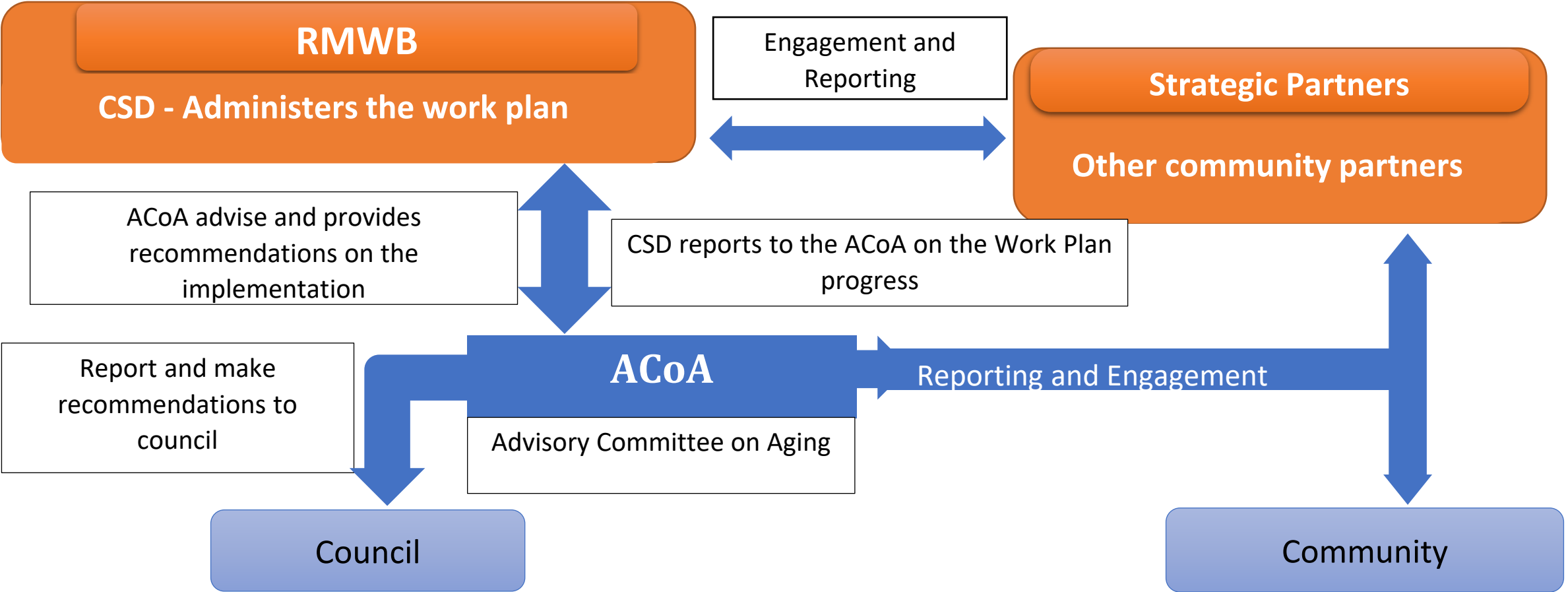
# Implementation Path



Attachment: Introducing Wood Buffalo Age Friendly Work Plan (Wood Buffalo Age-



# Tracking Progress

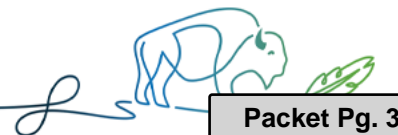


Attachment: Introducing Wood Buffalo Age Freindly Work Plan (Wood Buffalo Age-



**An Age-Friendly community doesn't happen overnight. It takes time and commitment to initiate real change. Let's recognize, appreciate and celebrate all the small successes we already have.**

# Questions





# WOOD BUFFALO AGE-FRIENDLY WORK PLAN 2021-2024

Advisory Committee on Aging - RMWB

ACoA@rmwb.ca



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

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## What is an Age-Friendly Community?

Worldwide, governments have recognized the need to make communities more Age-Friendly to the increasing aging population. Population aging and urbanization are two global trends that comprise major forces shaping the 21st century. Simultaneously, as cities are growing, their share of residents aged 60 years and over is increasing. World Health Organization (WHO) regards active aging as a lifelong process shaped by several factors that increase health, participation, and security in older adult life.

An age-friendly community encourages active aging by optimizing health, participation, and security opportunities to enhance the quality of life as people age. In practical terms, an age-friendly community adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities. It is widely acknowledged that a community that addresses its senior population's needs is a community that is friendlier to all ages.

## Who is the Lead?

The Advisory Committee on Aging (ACoA) is taking the lead in shaping an age-friendly Wood Buffalo. In 2017, the ACoA recommended that an Age-Friendly Needs Assessment be undertaken by the Regional Municipality of Wood Buffalo (RMWB) to help assess and identify gaps, needs, and standards needed to meet the criteria of an Age-Friendly Community as set by WHO. The assessment was completed by the RMWB, through a consultant, and was guided by the eight domains of WHO Age-Friendly Communities. ACoA will work with the RMWB to advise and monitor the work plan's implementation progress and provide an annual update to Council and community regarding the progress, next steps, and re-assessment.

The Regional Municipality of Wood Buffalo 2018 – 2021 Strategic Plan priority 1# Responsible Government, Strategy and Initiative 1#f – Foster equality, diversity and inclusion in the region, supports the adoption of the ACoA's vision of aging with dignity and commits the Municipality to track the implementation of the guidelines set out by the WHO Age-Friendly Cities designation. The RMWB Culture and Social Development (CSD) branch will take on the leadership role to support, monitor and implement the Age-Friendly Work Plan providing a quarterly and annual progress report to the ACoA.

CSD will engage and coordinate with community partners and provide strategic guidance to work on the implementation of action plans and coordinate the development of a shared progress and evaluation process. With the advice of the ACoA, CSD will further

the Wood Buffalo Age-Friendly recognition application process from the Government of Alberta and the WHO. Strategic partners and community stakeholders will play a key role in implementing the proposed actions.

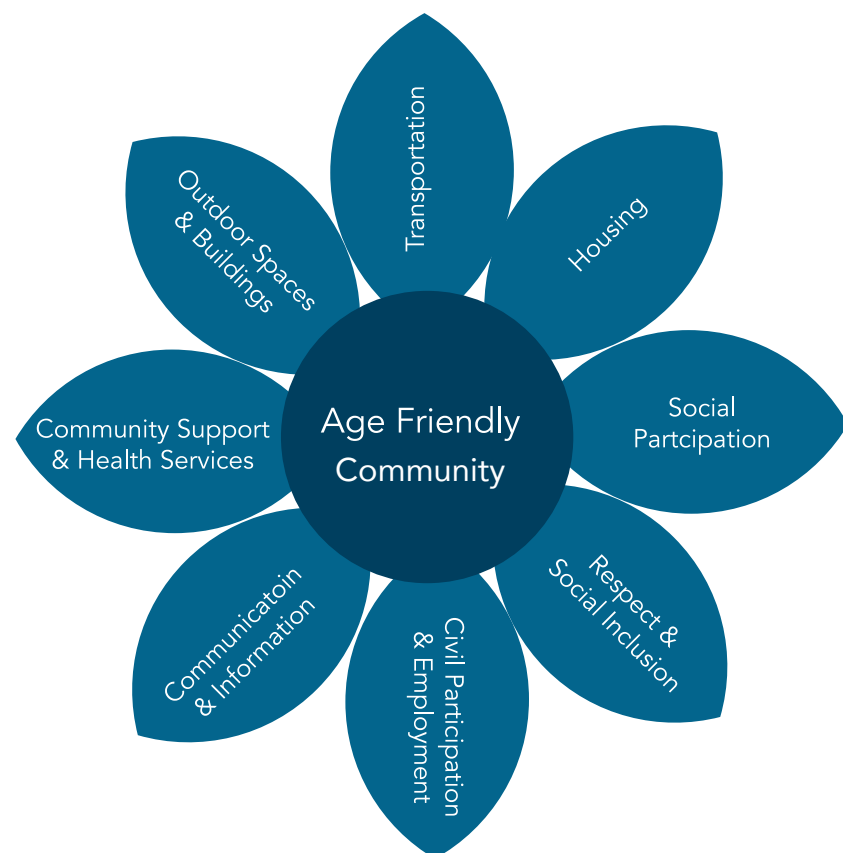
*"We dont have access to home care in rural areas. A public nurse will come to visit, but we cannot access services that will allow us to stay in our homes."*

**Age-Friendly Needs Assessment-RMWB (2017)**

## Local Priorities

The age-friendly assessment scope identified needs and gaps based on the eight domains within the WHO's Global Age-Friendly Cities framework. Based on the input received from community stakeholders and public working groups, the WHO's eight domains were refined as local priority areas. Residents, community stakeholders, and the ACoA are committed in ensuring supportive policies, services and programs are in place to enable older adults to age and live comfortably in Wood Buffalo.

### WHO-Eight Domains Identified as Local priorities



## WHO-Eight Domains Identified as Local priorities

- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services
- Outdoor spaces and buildings

## Needs Assessment Summary

Overall, the Age-Friendliness of the Wood Buffalo region showed several trends, needs, and gaps. Most needs/gaps were highlighted in the rural communities, though some are prevalent region wide:

- Streets and sidewalks accessibility
- Public washrooms not generally available, especially in outdoor spaces
- Rural areas have fewer transportation options and little information on existing options
- Older adults' housing availability issues and homecare services
- Less accessibility of information about events and activities
- There are few activities offered to older people and people with disabilities
- Challenges with social participation due to lack of transportation options and accessibility issues
- Need for more social inclusivity and respect opportunities
- More civic engagement and employment opportunities
- Need to amplify communication and information media

## Wood Buffalo Older Adults – By the Numbers

In 1971, older adults accounted for of Canada's population. It is estimated that by 2036 that number will rise to %25. Wood Buffalo's population among the 59-50 age group has steadily increased from %16.3 in 2012 to %17 in 2018. This progression indicates a future increase in the population of older adults 65years and above.

From 2012 to 2018, the older adults' population increased by %1.2 to %3. According to the 2018 Municipal Census, %11.6 of the older adults' population live in the rural communities.

Local statistics further underscore the need for age-friendly policies, services and programs to keep this key demographic living comfortably in our region.

Our Work Plan

The Age-Friendly Wood Buffalo Work Plan highlights the ACoA’s vision of aging with dignity in Wood Buffalo. It highlights goals, proposed actions, strategic partners, and community stakeholders for each identified local priority, implementation approach, the implementation structure, and the progress and evaluation framework.

Due to the broad scope and complexity of gaps and community needs identified, the work plan focuses on high-priority areas of needs in the region. This plan will require collaborative efforts between the RMWB, community stakeholders, associations, community groups, and other levels of government. The timeline of actions may be short-term (up to two years), medium (two – three years) or long-term (more than three years).

It should be noted that the actions are preliminary and require refinement through additional dialogue with broader groups of both internal and external stakeholders during the implementation phase. Subsequently, the implementation plans must be developed to ensure the actions are robust and measurable. Potentially more actions could be identified in the future to achieve the highlighted goals. This work plan highlights short-term, medium and long-term goals, as well as on-going goals, which make it a “living” document.

Work plan terms

- Strategies:** Ways that leaders and partners can act collectively to achieve the identified goal.
- Proposed action (s):** Steps that must be taken by strategic partners or community stakeholders or in small collaborative teams. A detailed list of actions and activities will be highlighted in the implementation plan.
- Measurement indicators:** These are quantifiable measures of progress toward the identified goal.
- Strategic partner (SP):** The strategic partner agency or organization will initiate/ facilitate a role in guiding the process of pursuing and achieving proposed actions.
- Timeline:** This is the implementation period for the identified priority areas and each action highlighted. The timeline of actions may be short-term (one to two years), medium (two to three years), or long-term (more than three years).

“When we build for older adults,  
we are being an inclusive community”  
  
From Community Partner

Wood Buffalo Age-Friendly Work Plan

Domain 1: Housing Priority Area: Maintenance and Modifications			
Goal: Home maintenance services and modification services are available and are affordable for older adults.			
Strategy	Proposed Action(s)	Measurement	Timeline
Develop programs and services for older adults that aid with costs related to home maintenance, modification, and affordability.	Enhance awareness of and access to services and information about programs that provide financial assistance for the cost associated with housing affordability.	<ul style="list-style-type: none"><li>• Number of awareness campaigns</li><li>• Resource guide update</li><li>• RMWB older adults’webpage updated</li><li>• Number of discount/credits programs for older adults</li></ul>	Short-Term
	Explore potential support for home maintenance and modification assistance and volunteer programs.	<ul style="list-style-type: none"><li>• Develop and implement the program</li><li>• Number of volunteers/contractors signed-up</li><li>• Number of older adults served</li></ul>	Short-Term
	Develop and support a lawn care volunteer-based program for older adults.	<ul style="list-style-type: none"><li>• Develop and implement the program</li><li>• Number of older adults signed up for the program</li><li>• Number of volunteers</li><li>• Number of service hours provided</li></ul>	

Attachment: Wood Buffalo Age-Friendly Work Plan (2021-2024) (Wood Buffalo Age-Friendly Workplan Updates)



## Priority Area: Housing Options

**Goal:** There is a range of age-friendly affordable, and accessible housing options for older adults in the region (lack of older adults housing and housing option was noticeable in the rural communities according to the 2017 Needs Assessment).

Support the development of age-friendly affordable and accessible housing options for older adults in RMWB.	Advocate for sustainable funding for the development of new affordable and accessible older adults housing options (i.e., Older Adults Housing Master Plan).	<ul style="list-style-type: none"> <li>Letter of advocacy submitted to the Minister from the Mayor and Council</li> <li>Number of acres of land acquired</li> <li>Older Adults Housing Master Plan developed</li> <li>Number of grants secured</li> <li>Number of affordable housing units available for older adults</li> <li>Number of older adults appropriately housed</li> </ul>	Long-Term
	Promote and advertise available housing options with consideration for both digital and print channels.	<ul style="list-style-type: none"> <li>Number of in-person sessions, open houses, workshops, or forums</li> </ul>	Long-Term
	Continuous collaboration with Alberta Health Services (AHS) and Willow Square facility to ensure that local needs are prioritized when placing clients.	<ul style="list-style-type: none"> <li>Number of older adults appropriately housed</li> </ul>	Short-Term

## Domain 2: Transportation

### Priority Area: Health and Assisted Transportation Services

**Goal:** Accessible, safe, and affordable transportation services are available for older adults in the region.

Strategy	Proposed Action(s)	Measurement	Timeline
Develop and implement transportation strategies that are responsive to seniors' transportation needs.	SMART Bus curb to curb, priority "pick-ups" and "drop-offs" services to older adults and older adults with mobility differences.	<ul style="list-style-type: none"> <li>SMART Bus monthly data</li> <li>Number of age-friendly designated businesses</li> <li>Number of senior designate parking</li> </ul>	Short-Term
	Age friendly training is provided for transportation service providers and partners.	<ul style="list-style-type: none"> <li>Number of training sessions</li> <li>Number of training participants</li> </ul>	Short-Term

### Priority Area: Health and Assisted Transportation Services

**Goal:** Community transport services are available and affordable for older adults.

Ensure affordable, safe, and accessible community and alternative transportation services for older adults are available in the community.	Develop a continuum of affordable community transportation services.	<ul style="list-style-type: none"> <li>Number of volunteer program drivers</li> <li>Number of older adults' alternative transportation services available</li> </ul>	Long-Term
	Facilitate access to and use available information and resources about seniors' transportation services.	<ul style="list-style-type: none"> <li>SMART Bus monthly data</li> <li>SMART Bus Handbook annual update</li> <li>Older adults' resource guide updated</li> </ul>	Medium-Term

Domain #3: Community Supports and Health Services Priority Area: Diversity of Health Services			
<b>Goal:</b> Older adults have access to a wide range of affordable in-home supports and health services.			
Strategy	Proposed Action(s)	Measurement	Timeline
Ensure that older adults have access to a wide range of services and information about medical professionals and specialists.	Promote existing services and provide information to older adults in different formats including language translation.	<ul style="list-style-type: none"> <li>Number of new health care services for older adults</li> <li>Maintain an updated list of accessible services and programs</li> </ul>	Short-Term
	Advocate and lobby for required health services (i.e., specialist services in town).	<ul style="list-style-type: none"> <li>Number of new specialist services available in town</li> </ul>	Medium-Term
Promote education and training specific to the needs of older adults, for those providing community support and health services.	Support programs that train and prepare older adults and service providers for emergency disaster response.	<ul style="list-style-type: none"> <li>Number of elder care and abuse awareness training sessions</li> <li>Number of age-friendly training sessions</li> <li>Number of Vulnerable Persons Registry (VPR) information sessions</li> <li>Number of older adults registered</li> </ul>	Long-Term
Priority Area: In-home support and Community Services Delivery			
<b>Goal:</b> Older adults are supported to maintain independence.			
Ensure that older adults in-home and community supports, and services are available, affordable, and are appropriate.	Promote older adults in-home support programs and community services that provide support for arrange of needs.	<ul style="list-style-type: none"> <li>Number of older adults' community services</li> <li>Number of home care visitations &amp; programs in the community</li> <li>Number of check-in and drop-in programs</li> <li>Meals on wheels programs</li> </ul>	Medium-Term

Strategy	Proposed Action(s)	Measurement	Timeline
Ensure older adults are informed and aware of health and wellness activities that promote physical and mental wellbeing.	Promote and advocate for health and wellness initiatives that promote and inform older adults of educational opportunities/ programming that allow them to live as independently as possible regardless of living situation.	<ul style="list-style-type: none"> <li>Number of health and wellness sessions</li> <li>Older adults have an increased awareness of benefits of healthy living physically and mentally</li> </ul>	Long-Term
Older adults are safe from preventable injury in and around their homes.	Support rural communities to develop and coordinate Snow Angel Program.	<ul style="list-style-type: none"> <li>Number of communities participating</li> <li>Number of older adults supported</li> <li>Number of Snow Angel volunteers</li> </ul>	Medium-Term
	Collaborate with partners to develop and implement strategies to coordinate in-home safety check.	<ul style="list-style-type: none"> <li>Number of fall prevention sessions</li> <li>Number of older adults participating in home fire safety inspection</li> </ul>	Medium-Term
Domain 4: Social Participation Priority Area: Connection and Engagement			
<b>Goal:</b> Older adults are socially and physically active and are connected to community.			
There are opportunities for older adults to participate and interact with other people in the community both socially and physically.	Encourage and support community programs that engage older adults to enhance their social connections and mental well-being.	<ul style="list-style-type: none"> <li>Number of programs offering check-in and drop-in services</li> <li>Number of older adults' engagement and social programs</li> <li>Number of older adults accessing services</li> </ul>	Short-Term

Strategy	Proposed Action(s)	Measurement	Timeline
	Create and design affordable and accessible community activities and programs that promote physical and social well-being opportunities for older adults.	<ul style="list-style-type: none"><li>• Number of senior activities</li><li>• Number of community in-person or virtual programs</li><li>• Number of participants</li></ul>	Short-term
	Continue to consult and engage senior citizens on community initiatives that affect their well-being.	<ul style="list-style-type: none"><li>• Number of community older adults' consultation and engagement sessions</li></ul>	
Priority Area: Affordability and Accessibility			
Goal: Establish accessible and universal design of programs and facilities as a framework of best practices.			
Ensure that information, programs, and facilities are accessible and are affordable for older adults and older adults with disabilities.	Continue to support the implementation of barrier-free building design.	<ul style="list-style-type: none"><li>• Complete a comprehensive accessibility audit</li><li>• Number of barrier-free/accessible and designated parking stalls</li></ul>	Medium-Term
	Develop and promote universal and accessibility design guide.	<ul style="list-style-type: none"><li>• Number of policies supporting universal design</li><li>• Universal design guide</li><li>• Promotional practices</li><li>• Number of new buildings adopting the guidelines</li></ul>	Short-Term

<b>Domain 5: Civic Participation and Employment Opportunities</b>			
<b>Priority Area: Volunteer Opportunities</b>			
<b>Goal:</b> Older adults' skills are valued and respected as volunteers.			
Strategy	Proposed Action(s)	Measurement	Timeline
Ensure there are a range of volunteer opportunities available and supported for older adults to participate.	Raise awareness about the benefit of older adults' contribution and participation on boards/committees.	<ul style="list-style-type: none"> <li>Number of awareness campaigns</li> <li>Number of older adults volunteer opportunities</li> </ul>	Medium-Term
	Continue to support and enhance older adults volunteer appreciation opportunities.	<ul style="list-style-type: none"> <li>Number of older adults recognized</li> <li>Number of volunteer recognition events</li> <li>Number of partnership programs</li> </ul>	Short-Term
<b>Priority Area: Age-Friendly and Inclusive Workplace</b>			
<b>Goal:</b> Older adults' skills are valued and respected as employees.			
Ensure that older adults' skills and attributes are recognized and appreciated in the community.	Develop and promote an age-friendly business recognition program.	<ul style="list-style-type: none"> <li>Age-friendly business recognition program completed</li> <li>Number of businesses participating</li> <li>Number of older adults supported through the program</li> </ul>	Long-Term
	Collaborate with local businesses to adopt age-friendly business practices.	<ul style="list-style-type: none"> <li>Increased older adults' priority parking</li> <li>Number of age-friendly businesses</li> <li>Number of staff trained</li> </ul>	Long-Term

Goal: Older adults are well represented in both public and support organizations, and have a voice in the decisions that affect their community.			
Strategy	Proposed Action(s)	Measurement	Timeline
Encourage public and support organizations to engage and involve older adults in the community decisions and initiatives.	Engage and consult older adults on the community development initiatives.	<ul style="list-style-type: none"> <li>Number of engagement sessions</li> <li>Number of consultation sessions</li> </ul>	Short-Term
	Conduct awareness workshops and age-friendly training to public and support organizations.	<ul style="list-style-type: none"> <li>Number of sessions conducted</li> <li>Number of organizations</li> <li>Number of participants</li> </ul>	Short-Term
	Promote existing opportunities and increase older adults' representation in both public and support organizations.	<ul style="list-style-type: none"> <li>Number of civic engagement opportunities</li> <li>ACoA By-law amendment</li> </ul>	Short-Term
Domain 6: Respect and Social Inclusion Priority Area: Intergenerational Respect and Interactions			
Goal: Older adults are valued and are treated with respect.			
Establish opportunities, and programs that supports intergenerational interactions, mental health, and social connection.	Facilitate and promote community wide education and awareness campaign to combat ageism and stereotypes.	<ul style="list-style-type: none"> <li>Number of age-friendly training sessions</li> <li>Number of participants</li> <li>Number of older adult activities/ events</li> <li>Number of intergenerational programs and activities</li> <li>Number of specific campaigns</li> </ul>	Medium-Term
		<ul style="list-style-type: none"> <li>Number of annual events</li> <li>Number of community contributors/champions</li> </ul>	Short-Term

Strategy	Proposed Action(s)	Measurement	Timeline
	Establish a recognition program for the contributors/ champions of older adults' quality of life in the RMWB.	<ul style="list-style-type: none"> <li>Number of older adults' week events</li> </ul>	
Priority Area: Social Inclusion			
Goal: Older adults have access to opportunities to participate and contribute to the community.			
Ensure that community activities, events, programs, and facilities are accessible, affordable and are inclusive.	Create and foster cultural, social, and recreational educational programs and activities.	<ul style="list-style-type: none"> <li>Number of cultural activities for older adults</li> <li>Number of participating community organizations</li> <li>Number of senior inclusive programs</li> </ul>	Short-Term
Domain #7: Communication and Information Priority Area: Accessible Information			
Goal: Information is accessible, reliable, and available for older adults, caregivers, and support providers.			
Ensure older adults have access to information about services that is accessible, reliable, and accurate.	Promote and maintain existing information media/channels (such as MAC Calendar, Older Adults' Resources Guide).	<ul style="list-style-type: none"> <li>Number of resource guides distributed</li> <li>Number of media engagement/ visits</li> <li>Number of languages translated</li> </ul>	Short-Term
Enhance opportunities for digital access, information, and technology literacy for older adults.	Enhance and continue support of information-sharing network for older adult service providers.	<ul style="list-style-type: none"> <li>Active information sharing networks</li> <li>Number of support organizations participating</li> </ul>	Short-Term



Strategy	Proposed Action(s)	Measurement	Timeline
	Gaps and barriers to COVID-19 information and resources are identified and addressed.	<ul style="list-style-type: none"> <li>Number of programs supporting older adults with COVID-19 information</li> <li>Number of COVID-19 resources provided to older adults</li> <li>Number of older adults supported</li> </ul>	Short-Term
	Promote collaboration among community organization to improve technology literacy and ensure that internet and computer services are accessible, affordable, and available for older adults.	<ul style="list-style-type: none"> <li>Number of technology literacy classes for older adults</li> <li>Number of community organizations with tech literacy classes</li> <li>Number of older adults signed-up and supported</li> </ul>	Short/Medium-Term
<b>Priority Area: Widespread Communication</b>			
<b>Goal: Older adults have access to information in all desirable formats of communication.</b>			
Ensure that information is available in a variety of formats and in contexts that are inclusive of older adults' interests and is easily accessible.	Use age-friendly formatting and designing practices for website information and other publications.	<ul style="list-style-type: none"> <li>Update older adults web page</li> <li>Easy access tab for older adult resources</li> </ul>	Short-Term
	Support and provide alternative accessible communication and information sharing (i.e., closed captioning service, sign language, and interpretation services).	<ul style="list-style-type: none"> <li>Close captioning services available for Council meetings and other municipal virtual events.</li> <li>Sign language and interpretation during council meetings</li> </ul>	Long-Term

<b>Domain #8: Outdoor Spaces and Buildings</b> <b>Priority Area: Accessible Buildings, Public Restrooms and Rest Areas</b>			
<b>Goal: Outdoor spaces and community buildings are designed and maintained to be age-friendly safe, and accessible.</b>			
Strategy	Proposed Action(s)	Measurement	Timeline
Ensure that public washrooms and rest areas around public spaces, parks, and trails are available.	Support and promote the development of universal and accessibility design.	<ul style="list-style-type: none"> <li>Universal design guide developed and promoted</li> <li>Number of accessible universal designed facilities, and indoor and outdoor spaces</li> </ul>	Long-Term
	Increase number of accessible rest areas and accessible public restrooms.	<ul style="list-style-type: none"> <li>Number of age-friendly seat/benches installed in public spaces, parks, and trails</li> <li>Number of accessible restrooms available</li> </ul>	Long-Term
<b>Priority Area: Sidewalks, Parks and Trails</b>			
<b>Goal: Parks, pathways and trails are maintained to be safe, clear, and are accessible.</b>			
Ensure that sidewalks, parks, and trails in most or all areas of the community are well-maintained and are accessible.	Follow the age-friendly standards and universal design practices repairing and installing curb cuts, sidewalks and designing outdoor spaces.	<ul style="list-style-type: none"> <li>Number of new curb cuts completed</li> <li>Number of repaired and maintained sidewalks and trails</li> <li>Barrier free designed outdoor spaces</li> </ul>	Medium-Term
	Support rural communities to develop, adopt and coordinate Snow Angel Program in their communities.	<ul style="list-style-type: none"> <li>Number of Snow Angel volunteers</li> <li>Communities signed up for the Snow Angel Program</li> <li>Number of older adults served</li> </ul>	Short-Term

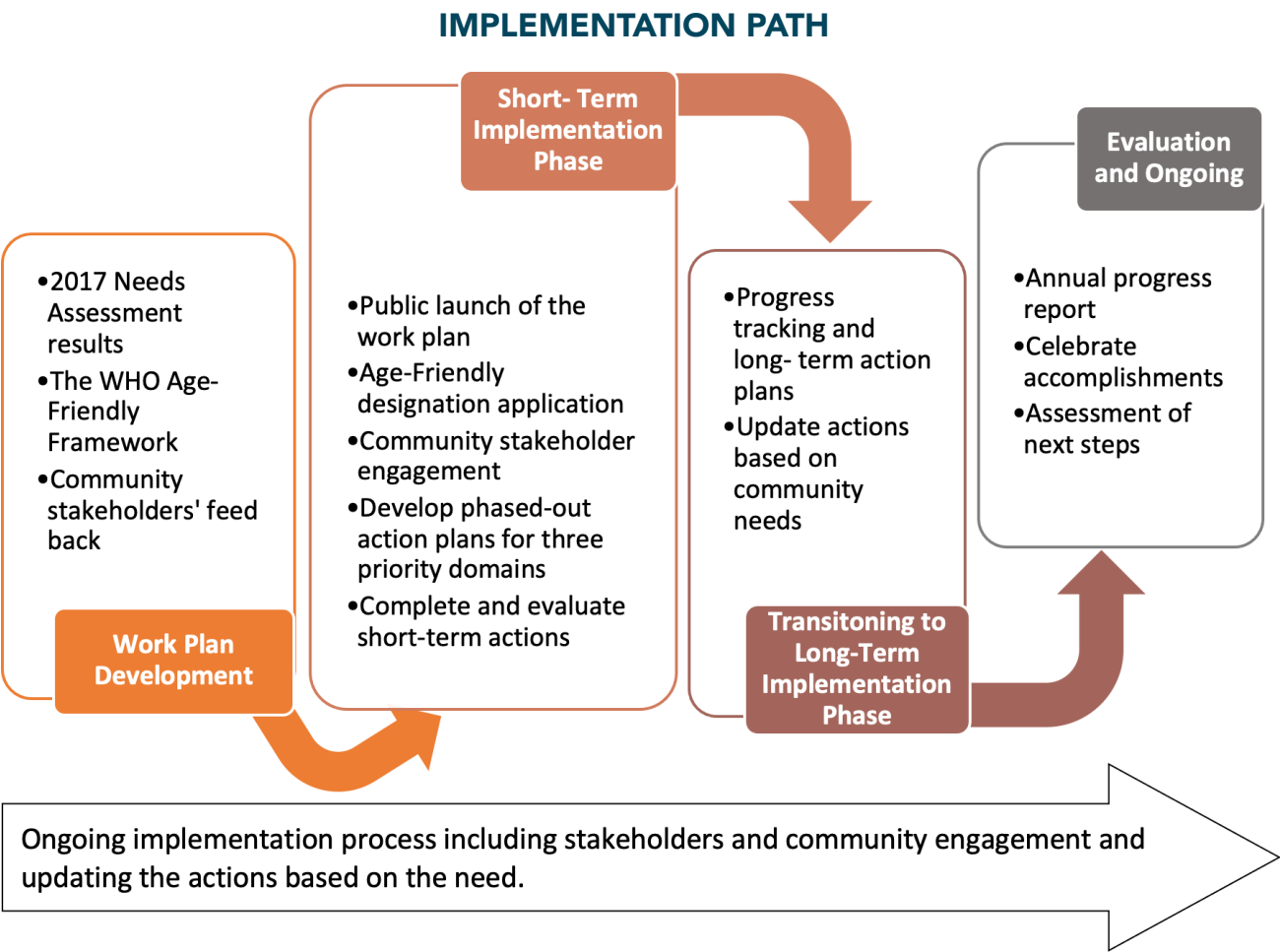
## Implementation Approach

This work plan identifies strategies and measurement indicators for each goal and a series of actions to achieve those goals. The work plan requires collaborative efforts from both internal and external stakeholders to assist in carrying out the actions. The implementation approach outlines the implementation path, work plan leadership, and the implementation structure.

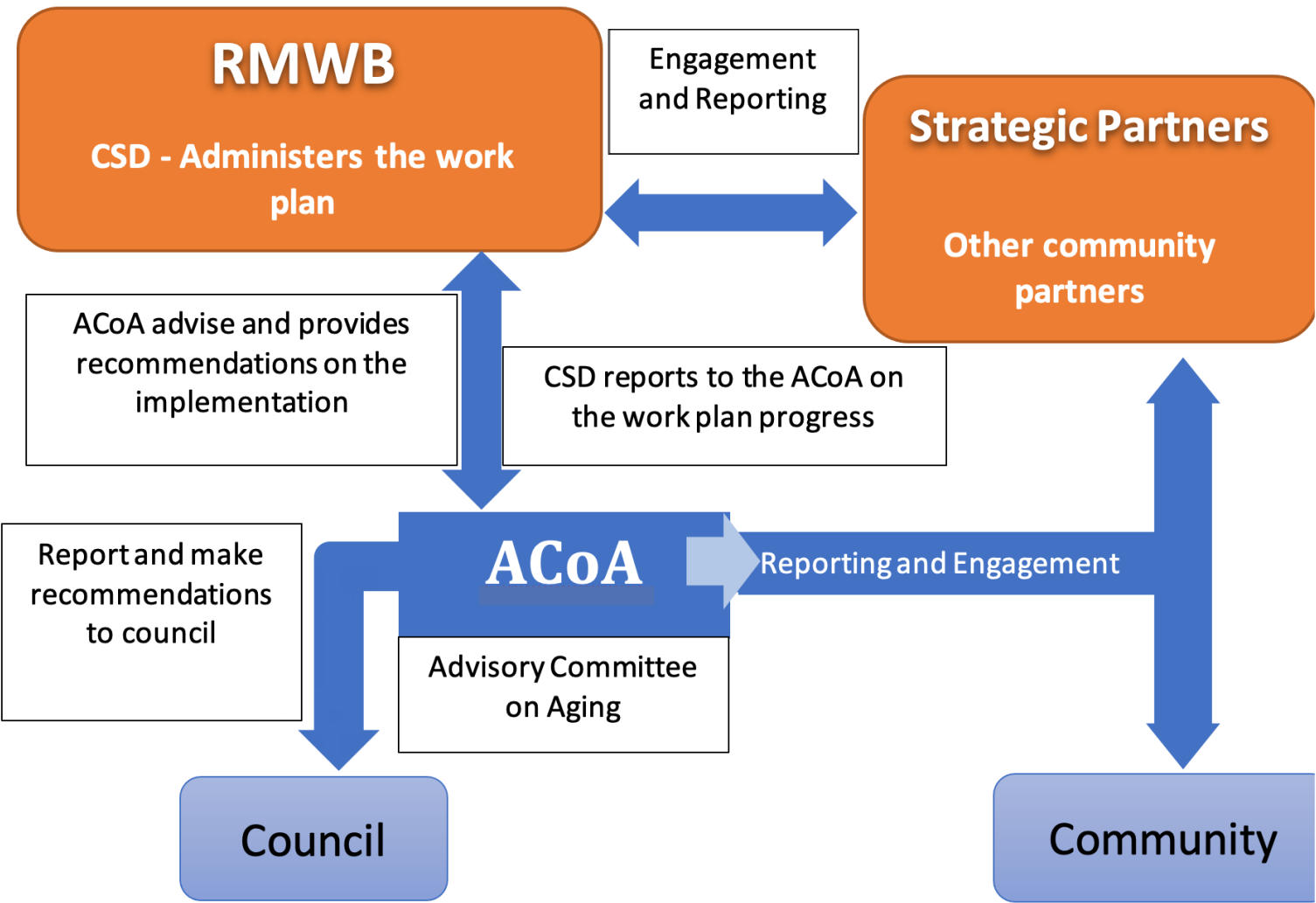
The implementation process will begin with a public launch of the work plan and a short-term transition phase. ACoA will pursue Wood Buffalo Age-Friendly recognition from the Government of Alberta and the WHO. The implementation plan will focus on high priority domains and short-term actions.

The strategic partners and community stakeholders will develop phased-out implementation action plans, and evaluation framework from the workplan proposed actions and measurement indicators. In the short term, ACoA is prioritizing the implementation of the work plan’s three domains, including Housing, Community Supports and Health Services, and Social Inclusion. The work plan will transition to a long-term implementation phase to achieve the remaining domains’ medium and long-term actions.

This work plan is a living document. It requires ongoing processes such as stakeholder engagement and evaluation processes, and an update to include new partners, actions, and emerging community needs.



## WORK PLAN IMPLEMENTATION STRUCTURE



## Progress & Evaluation Framework

Strategic partners and community stakeholders will develop an evaluation framework for the proposed actions and measurement indicators. These should include both reporting process, outcome measurement, and progress tracking. Reporting process evaluation will focus on measuring and improving the effectiveness of implementation to support continuous improvement. Outcome measurement will evaluate positive impact change towards age-friendliness of the community and measures changes in older adults’ well-being. ACoA will provide an annual progress update. This will highlight progress made towards the Age-Friendly Work Plan proposed actions and measurement indicators. The report will be presented to Council and will be made available to the public.



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

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