



An Assessment of Summerside's Age-friendliness: Sharing Our Knowledge with Atlantic Canadians

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Background



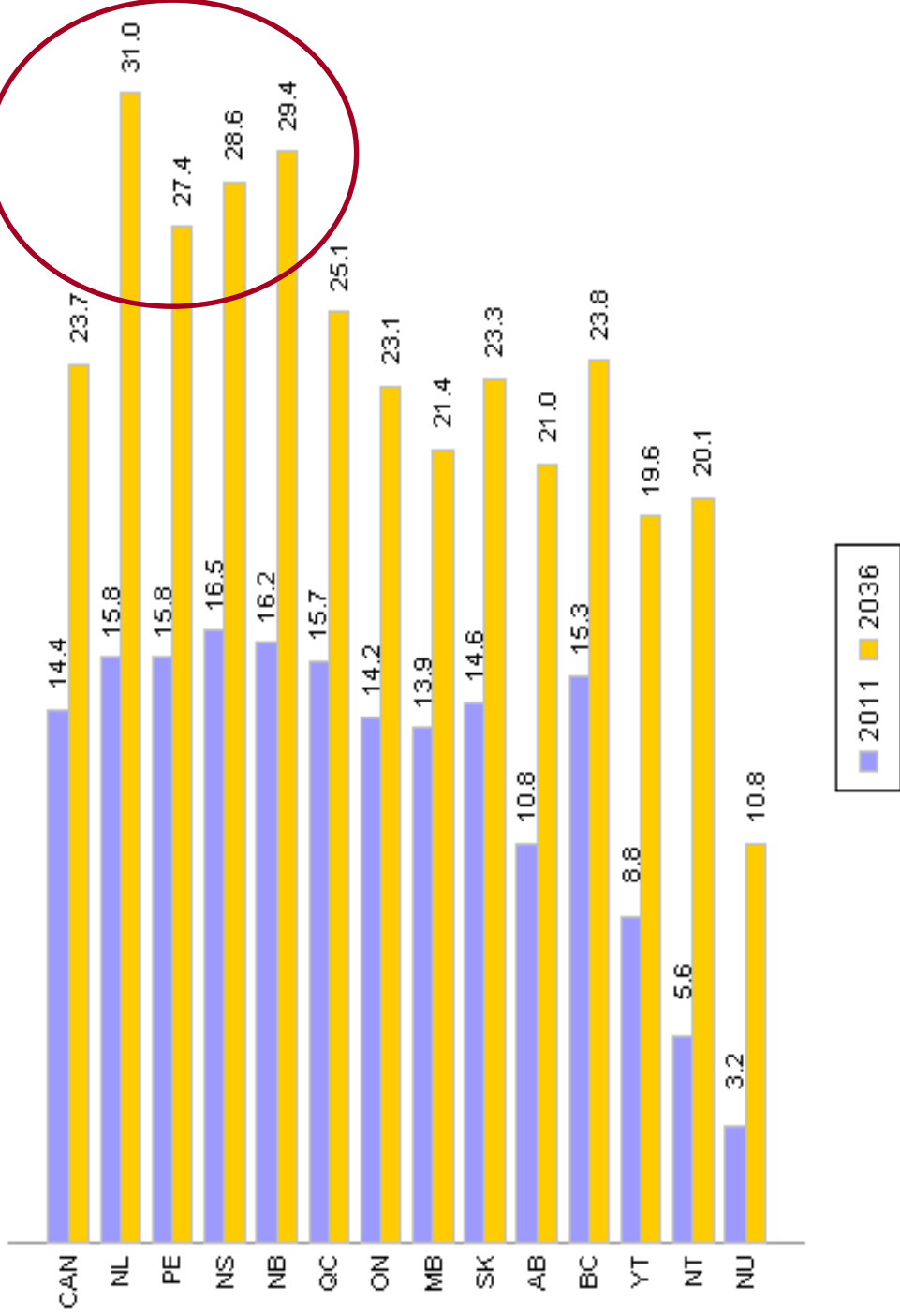
- In 2006
 - World Health Organization (WHO)
 - gain **Age-friendly Cities** designation
 - benefit the entire population
- Summerside seized the opportunity in 2013
- Over 1,000 cities in Canada

Population Reasons



- Summerside 14,000
- An aged population
- **18.8% of 65+** (Census 2011)
 - reflection of National trend
- ~ 9000 people in Prince County are 65+ (Statistics Canada 2014)
- ~ 1/3 people 80+ limited function

Population 65 years and over, by region, 2011 and projected 2036
(percent)



Economic Reasons



- Gladstone, Manitoba
 - red to black
- Moncton
- Ireland
- Marketing
 - 50+ thinking → 43% market in 2020
 - 65+ thinking → 25% in Canada 2025

Social Reasons



- **SOCIAL INCLUSION** matters
 - Health ↔ social support
- Keeping strong communities
- Males
 - smaller social networks
- Females
 - economically disadvantaged
 - “House-poor-women” choices

Timeline: World Health Organization

1. Application
2. 5-year AFC plan
 - Year 1: Implementation
 - Year 2: Assessment
 - Year 3: Collaborate/Action Plan
 - Year 4: Expand AP/Collaboration
 - Year 5: Final Eval/Legacy
3. Designation

WHO's 8 Essential Features of an AFC



1. Outdoor Spaces & Buildings
2. Transportation
3. Housing
4. Social Participation
5. Respect & Social Inclusion
6. Civic Participation & Employment
7. Communication & Information
8. Community Support & Health Services

The Summerside Plan



Year 1 - Engaging the City, Infrastructure

Year 2 - Assessing the City
(Strengths/Gaps/Opportunities)

Year 3 - Agreeing on an Action Plan

Year 4 - Carrying out age-friendly projects

Year 5 - Evaluate and plan for future
partnerships

Year 1: Laying the Groundwork

- Declaration
- Program Logic Model
 - MAP captures all 5 phases at once
- AFC Committee
- Mandate
 - Viable contributors to community

Year 1: Laying the Groundwork

- Age-friendly Cities Committee
 - Majority of seniors
 - Generation XX
 - 20- and 30-somethings
 - City Councillor

Year 2: The Assessment



- Knowledge translation strategies
 - 8 essential areas
- NH Seniors Funding
- Engagement process
 - presentation of findings
 - further input

Year 2: The Assessment



- 10 focus groups (8 + 2)
 - diversity of residents' voices in Summerside
- 13 interviews
 - City Employees, long-time residents of Summerside, businesses and agencies

Age-friendly City Committee Assessment

Overview of “Citizen Voices Around
the Table In Summerside, PEI”

Judy MacDougall, MA, & Eileen Conway Martin, MEd
Community Presentation, Feb. 12, 2016

Summerside Pride



- “I worked away for 40 years and just had to come back. The people, services, the beauty, ways to get involved, it is all there in one place.”
- “I moved here because it is user-friendly for me now that I have retired, i.e., walking, driving, volunteering, I want to be involved in this process to make it even more user-friendly.”

Overall Insights



1. Citizens of all ages, businesses, and agencies want to focus on the **positives/opportunities** of our aging population.



Overall Insights



2. **All generations** want to come around the table to **prepare together** for the future



Overall Insights



3. For the 55+ population: **service integration** and **networking**, coordinated by **a dedicated agency** and **monitoring progress in the 8 areas.**



Overall Insights



4. Priority and outreach must be given to 55+ men and women who **isolated** due to **personal life changes, family**, mobility, and financial concerns.



Outdoor Spaces & Buildings



Strengths

1. Credit Union Place & Boardwalk
2. City employee relationships with community

Gaps

1. accessibility issues in and outside
2. consultation with 55+ prior to planning

Opportunities

1. accessibility team = campaign led by Council of Disabled, Chamber of Commerce, and City of Summerside
2. annual pre-budget consultations with Seniors and other citizens via Advisory Groups format re: use of resources.

Transportation



Strengths

1. well maintained roads.
2. affordable, accessible taxis

Gaps

1. user-friendly Bus Service, i.e. route, schedule, signage, & lack of benches
2. “bike safety system” & education for cyclists & drivers

Opportunities

1. continued consultation with City & Parkview Seniors re design of user-friendly bus system
2. collaboration of cyclists, City & Go PEI re: bike safety system

Housing



Strengths

1. subsidized seniors housing (60+)
2. variety of housing options

Gaps

1. lack of affordable and comfortable housing (\$650-750 rent range) for the marginal or 'middle' senior group
2. 55-60 age group limited resources: programs/resources housing options & home maintenance

Opportunities

1. provide a 'matchmaking' service (housing referral service)
2. create intergenerational living models (in-law suites)

Respect & Social Inclusion



Strengths

1. seniors are valued & leaders in community programs & organizations
2. staff of agencies and businesses are very respectful and helpful

Gaps

1. lack of diverse images to reflect the real face of aging for 55+, i.e. healthy, involved, still working, may have health impairments etc.
2. need for more intergenerational groups /gatherings to promote understanding, learning , and relationship building vs. the generations

Opportunities

1. AFCC meet with media to promote diverse images of aging series
2. create City intergenerational advisory group for more involvement

Social Participation



Strengths

1. Parkview Seniors Club
2. East Prince Seniors Initiative (EPSI)

Gaps

1. more outreach to include people at risk of social isolation
2. designated 55+ program to oversee and manage needs/opportunities

Opportunities

1. create network to focus on isolated or vulnerable seniors led by EPSI
2. organize “think tank” with community groups, led by Lefurgey Cultural Centre re: ongoing involvement of senior volunteers.

Next Steps



- **Community Engagement**
- **Assessment**
- **Action Plan**
- **Age-friendly Projects**
- **Evaluation & Planning**

Final Thoughts



“The quality of a place does not happen by chance. It is a result of community, business, and leaders working together with shared vision and common goals. “ (Mike Bryers)

Contact Us



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