

ADVANCING AGE FRIENDLY EDMONTON WHAT WE HEARD

SEPTEMBER 2017



PUBLIC ENGAGEMENT
SHARE YOUR VOICE SHAPE OUR CITY

Edmonton



Handwritten notes on whiteboards, organized into columns with headers: STRONG, CHALLENGES, OPPORTUNITIES, WEAKNESSES, STRENGTHS, CHALLENGES, STRENGTHS, WEAKNESSES, OPPORTUNITIES, STRENGTHS, WEAKNESSES, OPPORTUNITIES.



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NEEDS

... to solve ^{space} parking + access
 (points) to encourage desire, mixed use
 (space in natural hub locations (surplus school sites))
 consolidated new clubs, ^{new} parks, older shopping centres?
 - Park design of people watching, fitness equipment,
 art + placemaking, ^{space} programming.

- Expand green space to all ages,
 allow dogs in new parks, community gardens
 (all generational
 programs thru ACE contextual to neighbourhood)

- Draw on services memory/values/imagination of
 'neighbouring'
 - Encourage mix of small scale neighbourhood success stories
 - Infill - allow for adaptable designs - eg. where large - footprints
 are allowed to evolve into smaller units over time
 (existing + new construction)



Value of side yards
 as 'semi-private'
 space - rethink
 infill policy?
 re-reduce
 'ambient
 neighbouring
 concept'

- more ACE support
 opportunities (242)
 eg. First Year

CHALLENGES

... to solve ...
 ... to solve ...

OPPORTUNITIES

... to solve ...
 ... to solve ...

NOTES

... to solve ...
 ... to solve ...

NOTES

... to solve ...
 ... to solve ...

NOTES

... to solve ...
 ... to solve ...

1.0 AGE FRIENDLY EDMONTON

Edmontonians want an age friendly city. Why? It makes Edmonton happier, safer, friendlier, warmer, more prosperous, and more interesting. It's the right thing to do. But it's a lot more than that. A truly age friendly city treats its citizens the way they want to be treated: as builders, creators and contributors.

Age Friendly Edmonton is a partnership of individuals and organizations committed to building a city that is happy, safe, friendly, warm, and interesting for everyone of every age. Since 2013, co-led by the City of Edmonton and the Edmonton Seniors Coordinating Council, the AFE initiative has followed the World Health Organization's guidelines to achieve four long term outcomes:

1. **Seniors have access to what they need, when they need it**
2. **Seniors are respected and included**
3. **Seniors are engaged, participating and contributing to society**
4. **Seniors are safe and well in their homes and communities**





2.0 ADVANCING AGE FRIENDLY EDMONTON

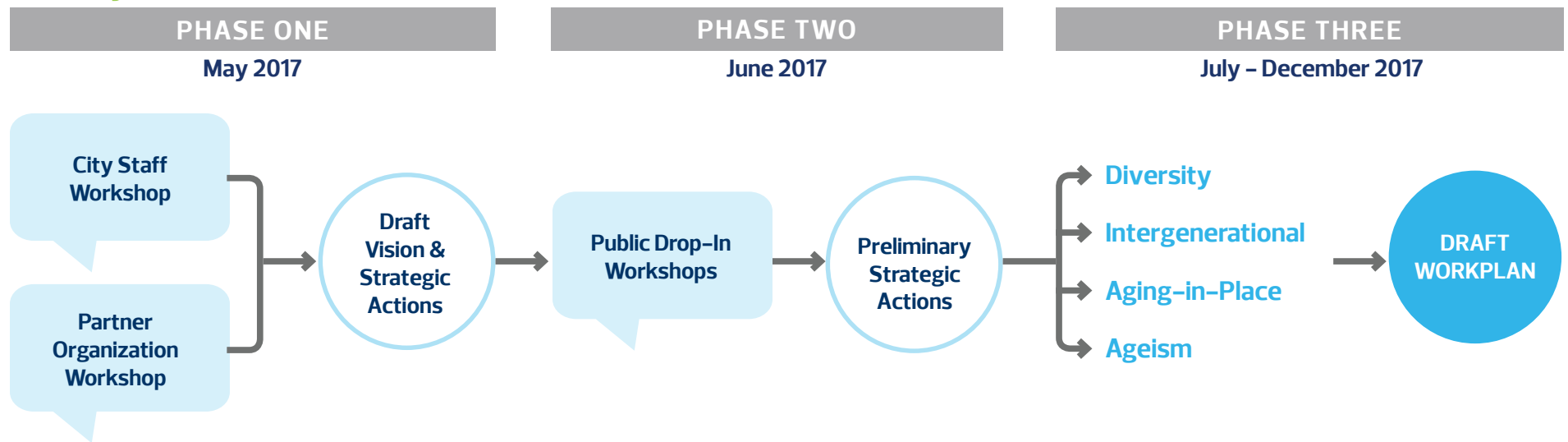
2.1 Project Background

As Age Friendly Edmonton nears the completion of our first workplan (2013–2017), we decided to check in with the public and stakeholders to find out whether we were on track and to identify new ideas of how to continue the age-friendly movement in Edmonton. In the fall of 2016, our partners told us we needed to renew our focus on four priority areas:

1. Aging in Place
2. Intergenerational
3. Diversity
4. Ageism

In summer 2017, we initiated stakeholder and public engagement to inform the development of our next work plan. The input from the public engagement will help us prioritize and select what we should work on next. An updated work plan will be completed by the end of 2017 and will include goals, partnerships, projects, and resources.

2.2 Project Timeline





AGE FRIENDLY EDMONTON

BY THE NUMBERS

OVER **800** IDEAS

POST-IT NOTE INSPIRATIONS AND IDEAS, PINNED TO OUR INTERACTIVE DISPLAY PANELS



PRIORITY AREAS



AGING IN PLACE

- Diverse housing options
- Education and awareness
- Core support services
- Neighbour connections



INTERGENERATIONAL

- Public space design
- Benefits of Intergenerational
- Opportunities for programming
- Partnerships with organizations



DIVERSITY

- Address seniors poverty
- Enhance supports
- Partnerships with ethnocultural groups
- Reduce age and ability related barriers



AGEISM

- Promote positive perceptions of aging
- Educate on the impact of ageist attitude and behaviour
- Celebrate contribution of seniors

7 WEEKS

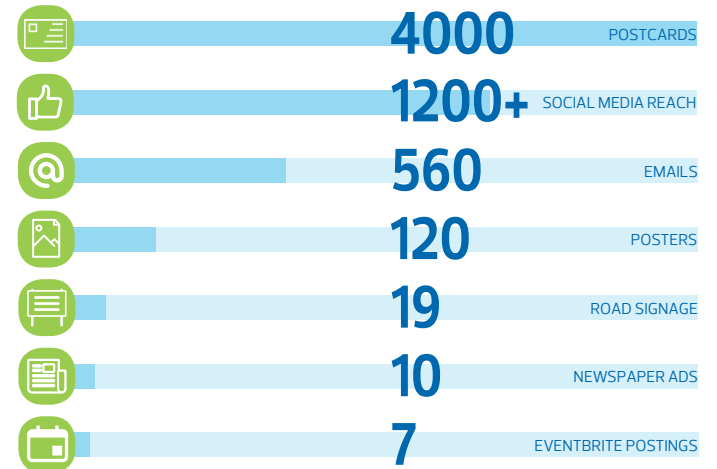


2 Stakeholder Workshops
May 18
May 25

5 Public Drop-In Events
June 6
June 13
June 14
June 22
June 25

4 Aging in Place
Diversity
Intergenerational
Ageism
Priority Areas

GETTING THE WORD OUT



PARTICIPANTS





4.0 WHAT WE DID

Our approach to engagement included: Stakeholder Workshops, Public Drop-In Events, and Online Survey.

4.1 Stakeholder Workshops

Partner Organization Workshop

Date: May 18th, 2017

Location: Santa Maria Goretti

Activity: SWOC Analysis

Attendees: 30 representatives from Partner Organizations

The SWOC Analysis evaluated the *Strengths, Weaknesses, Opportunities, and Challenges* of the four priority areas: Aging in Place, Intergenerational, Diversity, and Ageism. At the end of the two rounds, participants shared their findings and identified common themes and concerns.

City Staff Workshop

Date: May 25th, 2017

Location: Edmonton Tower

Activity: SWOC Analysis

Attendees: 26 City Staff

This workshop also used a SWOC Analysis activity and focused on the specific knowledge of the participants. The topics of discussion for the SWOC Analysis were the priority areas of: Aging in Place, Intergenerational, and Diversity.

4.2 Public Drop-In Events

Public Drop-In Event #1

Date: June 6th, 2017

Location: Royal Canadian Legion
Branch 175

Public Drop-In Event #2

Date: June 13th, 2017

Location: Terwillegar Community
Recreation Centre

Public Drop-In Event #3

Date: June 14th, 2017

Location: Mill Woods Senior &
Multicultural Centre

Public Drop-In Event #4

Date: June 22nd, 2017

Location: Edmonton City Hall

Public Drop-In Event #5

Date: June 25th, 2017

Location: Callingwood Farmers'
Market

The public drop-in sessions were in an interactive open house format. Participants learned about the project through information and active boards. We asked participants to rank different opportunities that could help AFE accomplish each of the four priority areas. We also asked "how could we do this?" so that participants could provide ideas for action. Input was collected through dot responses and written comments using post-it notes. Hard-copy printed guidebooks were also available to collect individual responses. Images of the boards and the guidebooks were also available on www.edmonton.ca/agefriendly.





4.3 Survey

At each public event, participants had the opportunity to complete a survey about the Age Friendly Edmonton initiative. The survey asked about the participant's familiarity with AFE, actions that can be taken to make Edmonton more age friendly, and allowed for additional comments, questions, or ideas.

4.4 Communication Strategies



Postcards

4000 delivered

Delivery Locations:

- Seniors Centres
- Recreation Centres
- Downtown cafe's
- YMCA's
- Primary Care Networks
- City Hall
- City Centre Mall
- Callingwood Farmer's Market
- Seniors' Week
- Public Drop-In Events



Social Media Reach

1200+ interactions

Platforms:

- Facebook
- Twitter



Email Notices

560 delivered

Recipients:

- Stakeholders
- Seniors Centre Newsletters
- Edmonton Seniors Coordinating Council Link Letter



Posters
120 posted

Locations:

- Seniors Centres
- Recreation Centres
- Libraries



Road Signage
19 displayed

Various locations across Edmonton



Newspaper Ads
10 posted

Newspapers:

- Edmonton Metro
- Edmonton Examiner



Eventbrite
5 posted

One posting per public engagement event



5.0 WHAT WE HEARD

For each of the priority areas, the public input confirmed all the opportunities were a high priority. We consolidated the responses from the public and the stakeholders and in this section we have summarized the common themes and prominent ideas we heard across the city.



Aging in Place



Diversity



Intergenerational



Ageism





POTENTIAL OPPORTUNITIES

PROMOTE AND ENCOURAGE THE DEVELOPMENT OF DIVERSE HOUSING OPTIONS FOR SENIORS

ENSURE CORE SUPPORT SERVICES ARE LOCATED IN EVERY NEIGHBOURHOOD

FOSTER NEIGHBOUR-TO-NEIGHBOUR CONNECTIONS TO SUPPORT HEALTHY AGING

HELP EDMONTONIANS UNDERSTAND WHAT IS NEEDED TO AGE IN PLACE

“Housed together, not isolated.”

“Provide opportunities for intergenerational programs, events, and socializing”

5.1 Aging in Place

Aging in Place is one's ability to live in the home and community of their choice, as independently and safely as possible.

‘Promote and encourage the development of diverse housing options for seniors’

- Increase density, housing diversity, and availability of central community gathering spaces in established suburban neighbourhoods.
- Consider the Denmark Home Care Model when planning for appropriate housing for Edmonton's aging population.
- Provide housing and buildings for intergenerational occupants in order to age well in place.

‘Ensure core support services for seniors’

- Extend services for low-income seniors.
- Improve ETS and DATS service in neighbourhoods for safe and easy travel. Community bus routes as a possible solution.

‘Foster neighbour-to-neighbour connections’

- Support Edmonton's 'Abundant Communities' initiative.
- Provide opportunities for intergenerational programs, events, and socializing.

“Opportunity to break generational stereotype”

“Paved paths, benches, shaded areas, barrier free, public access transportation”

5.2 Intergenerational

Though the majority of respondents were in support of intergenerational opportunities, there were some who were notably opposed. One noted that as seniors age “there is increasing need for ‘safe’ places from [the] activity of youth”. Others agreed that older seniors may prefer limited interaction with youth.

‘Design public spaces and facilities with all generations in mind’

- Creative design and use of public spaces and neighbourhoods to support intergenerational programming and activities.
- Build accessible infrastructure such as paved paths, benches, and good transit service to encourage socialization and interaction for all ages.
- Encourage shared community gardens.

‘Increase intergenerational programming’ & ‘Partnerships with organizations’

- Co-locate child care and long term care facilities.
- Develop partnerships between community leagues and seniors centres.
- Create a database of ‘expert’ seniors willing to mentor interested youth in various topics and skills.
- Increase mentorship and educational opportunities.



POTENTIAL OPPORTUNITIES

DESIGN PUBLIC SPACES AND FACILITIES WITH ALL GENERATIONS IN MIND

INCREASE OPPORTUNITIES FOR INTERGENERATIONAL PROGRAMMING

PROMOTE AWARENESS OF THE BENEFITS OF INTERGENERATIONAL CONNECTION

CREATE PARTNERSHIPS BETWEEN ORGANIZATIONS THAT SERVE DIFFERENT AGES



POTENTIAL OPPORTUNITIES

ENHANCE SUPPORTS FOR LOW INCOME, CULTURALLY DIVERSE, LGBTQ, AND DIFFERENTLY-ABLED SENIORS

REDUCE AGE AND ABILITY RELATED BARRIERS IN POLICY AND INFRASTRUCTURE

CREATE PARTNERSHIPS BETWEEN SERVICE PROVIDERS AND ETHNOCULTURAL GROUPS

INCREASE AWARENESS OF SENIORS POVERTY

“Mental health for seniors”

“We have a mix of cultures in [the] neighbourhood, but only socialize and interact on the street”

5.3 Diversity

Diversity is the spectrum of our socio-economic situations, culture and language backgrounds, family dynamics, life experience, sexualities, physical and mental capabilities, and age.

Enhance supports for seniors of low income

- Advocate for supports for housing and infrastructure.
- Encourage development of local multi-use infrastructure that includes housing, medical, grocery, etc.
- Enhance partnerships with social services.

Reduce age and ability related barriers

- Advocate for financial supports for seniors to engage in recreational and social activities.
- Improve mental health supports .

Create partnerships with ethnocultural groups

- Encourage shared spaces with ethnocultural groups and provide cultural exchange opportunities.
- Consider diversity of individuals, especially when providing culturally sensitive mental health supports.

“We have grey hair and wrinkles but are not feeble-minded.”

“Aging is not for the faint at heart. It’s for the young at heart.”

5.4 Ageism

Ideas on the topic of Ageism had noticeable crossover with ideas on the topic of Intergenerational. Intergenerational ideas were regularly provided as a solution for ageism. For example, youth visiting seniors and seniors visiting schools was a popular idea and was mentioned many times throughout the engagement events.

Celebrate and acknowledge the contributions of seniors

- Develop awards that acknowledge seniors' contributions to the community.
- Use “Seniors' Week” as a platform for senior recognition
- Encourage development of monthly community storytelling and similar social events for community gathering, bonding, and engagement.

Promote positive perceptions of aging

- Use more images of seniors in media and advertising and depict them in executive and organizational roles.
- Promote/encourage development of seniors-organized events and activities to show how active they are in the community.
- Increase advertising, media, and publications that highlight and create positive images of older adults.



POTENTIAL OPPORTUNITIES

CELEBRATE AND ACKNOWLEDGE THE CONTRIBUTIONS OF EDMONTON SENIORS

PROMOTE POSITIVE PERCEPTIONS OF AGING

EDUCATE ON THE IMPACTS OF AGEIST ATTITUDE AND BEHAVIOUR

HOST FORUMS TO DISCUSS HOW TO RESPOND TO AGEISM



6.0 LESSONS LEARNED

We learned a lot during the seven weeks of public engagement for the Advancing Age Friendly Edmonton project. In this section, we share some of our lessons learned in order to improve how we engage citizens in making decisions, solving problems, and building community.

Space

Although an accessible space on the main floor, the public drop-in event at the Terwillegar Community Recreation Centre was held in a smaller room that did not provide enough space for participants. The project team observed participants having problems accessing the boards, writing responses, and moving through the room. In contrast the public drop-in event at City Hall was much more spacious and allowed participants to move through the board activities at their own pace and even sit down when necessary. This resulted in more thorough, long-form responses from the public attending the City Hall event. The project team recognizes the importance of accessibility being better considered as both the ability to get to and fully participate in future public engagement events.

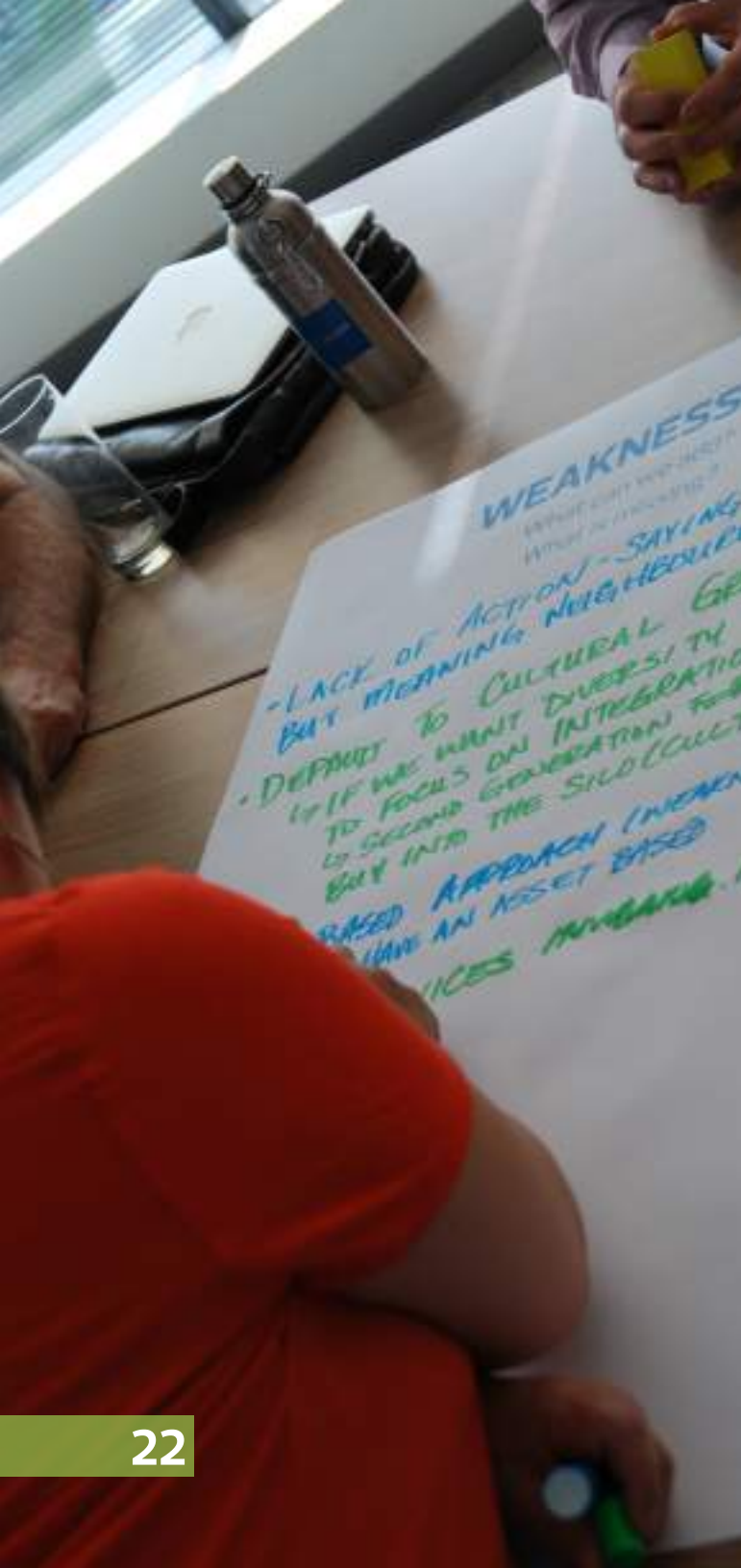
Advertising

Outreach on the events was maximized by utilizing diverse communication strategies (social media, road signage, postcards, etc.). Capitalizing on the strength of the seniors' community network in Edmonton was also an asset. As a result, participant turnout was high as 200+ people attended the public engagement events over the three weeks.

Location

Locations were chosen to ensure sufficient representation from the main quadrants of Edmonton: Downtown, North Side, West End, and South Side. The project team noted a trend in that public drop-in events held in suburban communities (Mill Woods and Terwillegar) resulted in the responses being very similar in nature whereas events held centrally or as





pop-up events (Callingwood and City Hall) resulted in a greater range of input and opinion. This trend may have implications when deciding location and advertising for public engagement in the future.

Joint Engagement

The public drop-in sessions for Advancing Age Friendly Edmonton were held at the same time and location with the public engagement for the Edmonton Seniors Centres Strategy project due to some overlap in topics. Partnering the two projects was an effective and efficient way of gathering public input. The project team observed that most participants who stated they attended for one project stayed and provided input for the other project. The result was the public learned about and shared more ideas for both projects.

Diversity & Inclusion

The project team observed occurrences of prejudicial and discriminatory comments on certain topics during the public engagement sessions. It is important to note that discrimination against people of different cultures, sexualities, ages, and abilities does not align with the City of Edmonton's stance on diversity and inclusion and vision for achieving active aging in Edmonton. The project team acknowledges that Edmontonians have diverse opinions on age-related topics and that varied life experiences result in different preferences for the delivery of programs and services. At the same time, it is a necessity that City of Edmonton public engagement events establish an expectation of respect for all people regardless of race, class, sexuality, age, ability, etc. The City of Edmonton's Public Engagement Policy includes reference to respectful and safe discussion in that "discussion and debate that underlies public engagement activities will be conducted in a respectful and safe manner by all participants - City staff, contractors, stakeholders and the general public". Future engagement events could include posted notices about respectful and safe discussion and project team members could identify appropriate strategies to initiate in response to prejudicial or discriminatory comments.

7.0 WHAT'S NEXT

The City of Edmonton is a member of the World Health Organization's Global Network of Age-Friendly Cities and Communities. Membership in this network reflects the City's commitment to listen to the needs of Edmonton's aging citizens. This commitment includes ongoing monitoring of age-friendliness and working collaboratively with older individuals and other sectors to create physically accessible and inclusive environments.

As Age Friendly Edmonton develops its next work plan, we will continue to align to international best practices and guidelines while using the feedback from the Advancing Age Friendly Edmonton project to ensure local priorities and actions are emphasized.

Our next step is to review all the public input, identify new partners, and create goals and metrics to ensure we are evaluating our progress.

Many of you have already chosen to work together to build a city that's happier, safer, friendlier, warmer and more interesting, for everyone of every age. We are excited to find new ways to work with you - to lead, influence, connect and mobilize for an Age Friendly Edmonton.

Here's how you can stay informed and participate as we continue the work of Age Friendly Edmonton:



Age Friendly Edmonton



@agefriendlyYEG



www.edmonton.ca/agefriendly



Opportunity

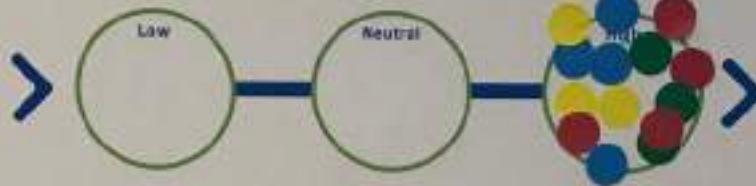
How high of a priority is this?

How could we do this?

Please place the provided dot sticker in the bubble displaying priority level

Please use the provided post-it notes to include any ideas

Promote and encourage the development of diverse housing options for seniors.



Discuss having alternative options in all neighborhoods without this cost
Need more moderately priced housing in all neighborhoods (apartments/condos) + barrier free
alternative shared housing model -> CBC Radio had a documentary a while back
More housing options for 60-65 yrs
housing options for young families with children + friendly for older adults

Help Edmontonians understand what is needed to age in place.

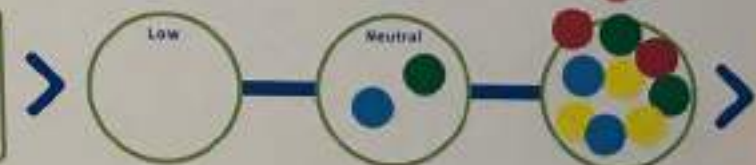


Ensure core support services are located in neighbourhoods.



Supports need to be available, not just located conveniently
Construct more facilities like the Capital Line in all areas in city. Most senior centres are old + 2000ft.
Supports such as 24 hour therapy (even late in evening) the way to connect with longer.
LOCATION IS NOT AS IMPORTANT AS Excellence in Service + Patient Care

Foster neighbour-to-neighbour connections to support healthy aging.



Work w/ Community leagues
Community + Neighbors = Good + Positive Aging

Other idea? Add it here

PROPERTY TAX GRANTS FOR SENIORS TO OFFSET EDUCATION ON (LIKE BC DOES)

?

?

Have another idea? Add it here



APPENDIX



What is Age Friendly Edmonton?

Edmontonians want an age friendly city. Why? It makes Edmonton happier, safer, friendlier, warmer, more prosperous, more just, more interesting. It's the right thing to do. But it's a lot more than that. A truly age friendly city treats its citizens the way they want to be treated: as builders, creators and contributors.

Age Friendly Edmonton (AFE) is an initiative to build our city in a way that values, respects and actively supports the well-being of its seniors.

Co-led by the City of Edmonton and the Edmonton Seniors Coordinating Council, AFE brings together leaders and volunteers committed to local action. Based on the World Health Organization's *Age Friendly Cities Guide*, these actions strive for impact in four priority areas to achieve four long term outcomes.

Advancing Age Friendly Edmonton

The **Advancing Age Friendly Edmonton** project is building on the successes of the first five years of the AFE initiative.

Today, we are seeking your input to identify opportunities and to develop specific actions that will continue to make Edmonton more age friendly.

Your input will be used to inform the Age Friendly Edmonton work plan.

PRIORITY AREAS



LONG TERM OUTCOMES



PROJECT TIMELINE



4 Priority Areas



Edmonton



AGING IN PLACE

Aging in Place is the ability of people to live in the home and community of their choice, as independently and safely as possible.

Edmontonians require core services to age in place: food security, legal and financial services, health services, education, social services, yard and home supports, recreation, transportation, cultural supports and safety.



AGEISM

Ageism is prejudice and discrimination against individuals or groups because of their age.

Ageism is based on negative attitudes and stereotypes about aging and a tendency to structure society based on the assumption that everyone is "young".

Many of us will experience ageism in our lives and it may lead to isolation, invisibility, social exclusion and elder abuse.



INTERGENERATIONAL

Intergenerational programming provides structured opportunities for children, youth, adults, and seniors to connect and interact.

Intergenerational opportunities can help to minimize stereotypes, increase social connections and improve personal and social quality of life.



DIVERSITY

Diversity is a spectrum of socio-economic situations, culture and language backgrounds, family dynamics, life experience, sexualities, physical and mental capabilities and age.

Seniors are one of the most diverse groups in Canada and the range of diversity of the senior population continues to increase as our population ages.

Opportunity

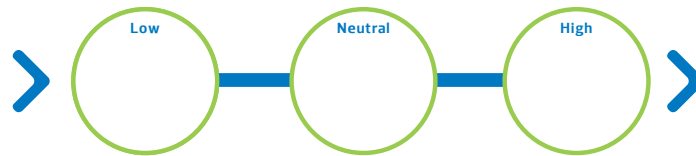
How high of a priority is this?

How could we do this?

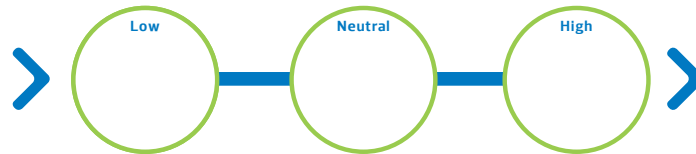
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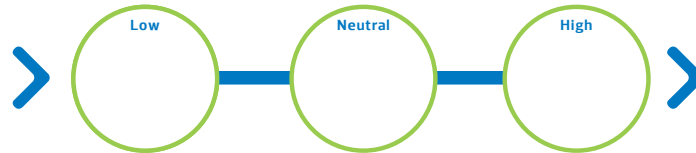
Promote and encourage the development of diverse housing options for seniors.



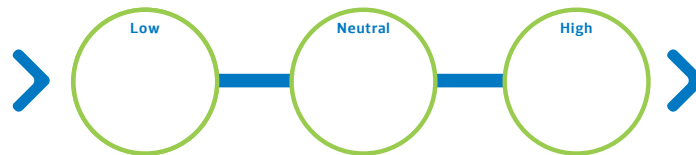
Help Edmontonians understand what is needed to age in place.



Ensure core support services are located in neighbourhoods.



Foster neighbour-to-neighbour connections to support healthy aging.

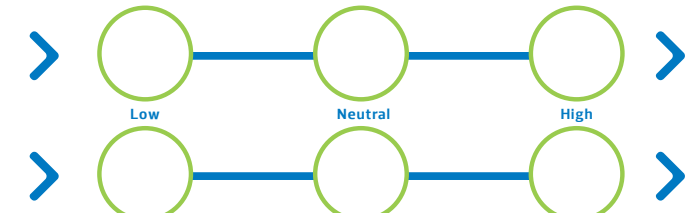


Have another idea? Add it here.

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Have another idea? Add it here.



Intergenerational



Opportunity

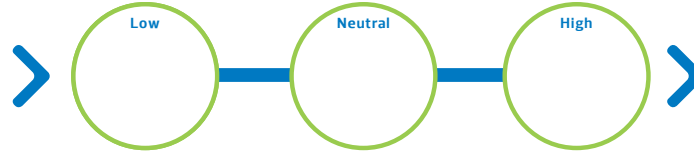
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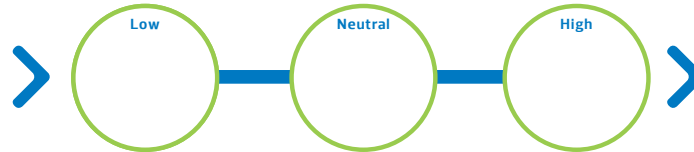
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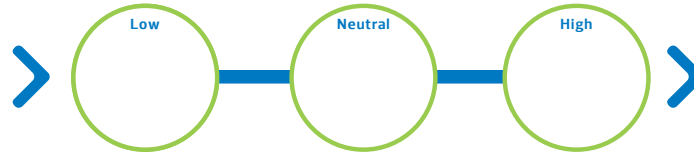
Design public spaces and facilities with all generations in mind.



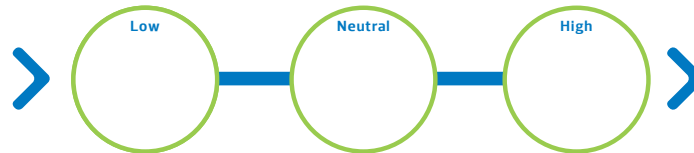
Promote awareness of the benefits of intergenerational connection.



Increase opportunities for intergenerational programming.



Create partnerships between organizations that serve different ages.

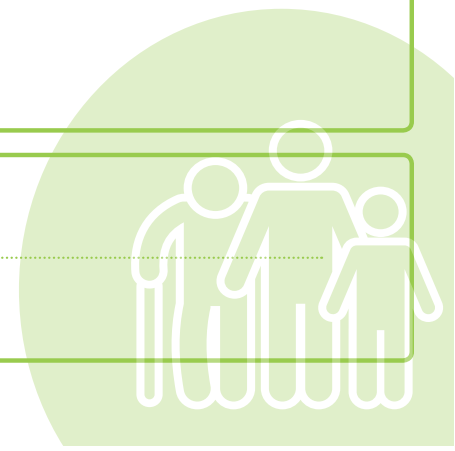
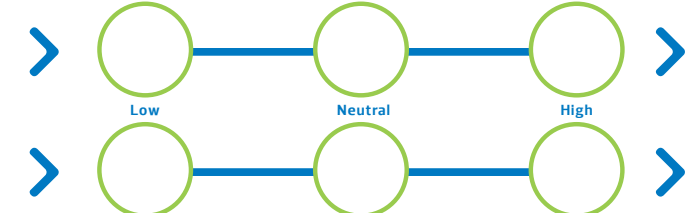


Have another idea? Add it here.

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Have another idea? Add it here.



Opportunity

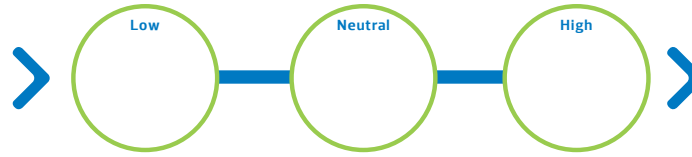
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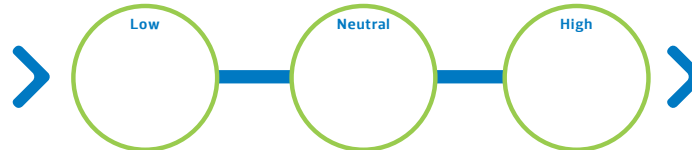
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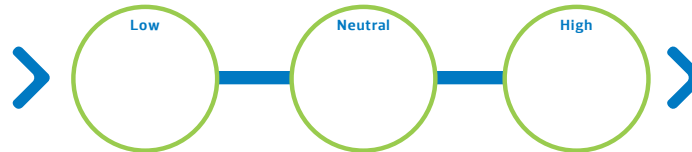
Increase awareness of seniors poverty



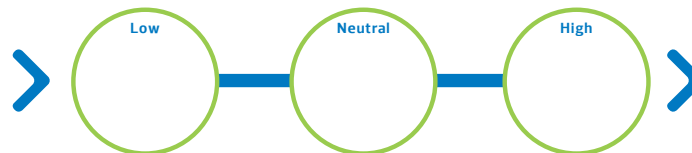
Enhance supports for low income, culturally diverse, LGBTTQ* and differently-abled seniors.



Create partnerships between service providers and ethnocultural groups.



Reduce age and ability related barriers in policy and infrastructure.

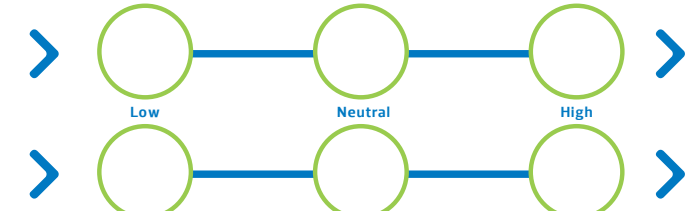


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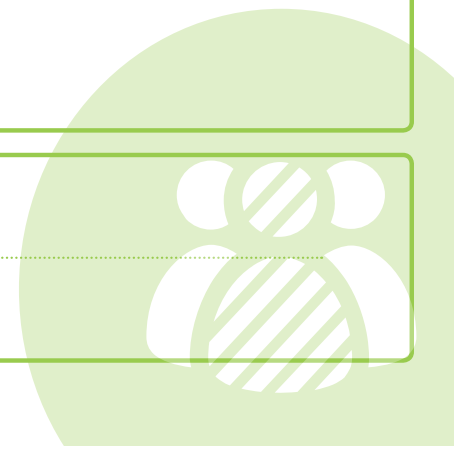
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Have another idea? Add it here.



* LGBTTQ: lesbian, gay, bisexual, transgender, Two-Spirit and queer



Opportunity

How high of a priority is this?

How could we do this?

Please place the provided dot sticker in the bubble displaying priority level

Please use the provided post-it notes to include any ideas




Promote positive perceptions of aging.

> Low Neutral High >



Educate on the impacts of ageist attitude and behaviour.

> Low Neutral High >



Celebrate and acknowledge the contributions of Edmonton seniors.

> Low Neutral High >

Have another idea? Add it here.

?

> Low Neutral High >

Have another idea? Add it here.

?

> Low Neutral High >





Do you have any additional comments, questions, or ideas?

Please use the post-it notes and pens provided to leave any additional questions, comments or big ideas.

Share Your Ideas!

Before you leave, please complete the survey on the iPads provided or on your own device.

edmonton.ca/agefriendlyedmonton

Paper copies are also available.

