The Senior Friendly Community Implementation Committee Update to City Council

June 25, 2018
Background

• City Council made a commitment in 2013 to make Cornwall both a Senior Friendly & Dementia Friendly Community – developed a plan and a vision for Cornwall.

• Since then, with financial support from the Ontario Seniors Secretariat, the SFCIC has continued to be an inclusive community encouraging seniors to live active and socially connected lives.

• Communication with and engagement of local seniors and community partners have played a key role in our community success.
SFCI Committee

• Implementation Committee **Voting** Membership:
  • Mayor Leslie O’Shaughnessy – Cornwall City Council
  • Councillor Maurice Dupelle – Cornwall City Council
  • Councillor Elaine MacDonald – Cornwall City Council
  • Dianne Kuipers – Community Health Sector Representative
  • Frank Cottier – Community Representative
  • Brian Lessard – Community Representative
  • Shelley Vaillancourt (Chair) – Community Representative
  • Pamela Carson – Stakeholder Representative
  • Glen G. Grant (Vice-Chair) – Stakeholder Representative
  • Susan Conklin – Community Representative

• Implementation Committee **Non-Voting** Membership:
  • Wayne Markell – Paramedics
  • Stacey Ferguson – Social & Housing Services
  • Norm Quenneville – Glen Stor Dun Lodge
  • Carmen Cousineau – SFC Coordinator
  • Tammy Marcil – Shared Services

• Additional Resource Members have recently joined, more attend meetings for information and collaboration.
Goals of Senior Friendly Community Implementation Committee (SFCIC)

• To develop an implementation action plan to support seniors and people with dementia

• To reduce barriers that prevents engaging in community

• To provide education about aging and dementia to reduce the stigma

• To provide a healthy community by focussing on the World Health Organisation’s key areas
Twinkle Tours – Cornwall Transit

• Assisted in promoting Twinkle Tours for seniors so that seniors in Long Term Care Homes or Senior Residences were able to take a Cornwall Transit Bus to see the Christmas Lights and Decorations.

Seen here Len Tapp and Linda Varga – Cornwall Transit with Carmen Cousineau SFCIC Project Coordinator holding the treat baskets
Senior Friendly Community Initiative

We are working to make Cornwall a more senior-friendly community!

By the year 2025, Cornwall expects that close to 30% of our population will be over the age of 65. To prepare for this demographic shift, the City of Cornwall has been proactive in making our community more senior friendly.

In July 2015, the City of Cornwall received a $35,000 grant as part of the Ontario Government’s Age-Friendly Community Planning Grant Program. This was the maximum provincial grant allowed for medium-sized communities with populations between 20,000 and 50,000 residents.

Through consultation with over 700 Cornwall seniors, this grant was used to develop a comprehensive action plan to address both the current and future needs of older residents in Cornwall. The Senior Friendly Community Implementation Plan was adopted by City Council in February 2017, and it has identified specific practical recommendations that will ensure Cornwall remains a safe, affordable, accessible and enjoyable City for everyone.

Click here to view the Senior Friendly Implementation Plan (February 2017)

Our work is not done. A Senior Friendly Community Liaison Officer has been hired, and a recently created Senior Friendly Community Implementation Committee has formed to help advance the Senior Friendly Community Implementation Plan. Some of their efforts will be highlighted in this section of the website. Please come back regularly to see our progress!

Resources
- Safety Tips for Seniors
- Senior Citizen Clubs and Educational Organizations
- Senior Friendly Volunteer Opportunities
- Links for Seniors
- Seniors’ Newsletter
Presentations for Seniors
SFCIC organized/hosted 11 workshops (French and English) reaching a total of 234 senior participants. Evaluations 98.5% Happy Face Rating, finding the workshops informative and useful!

FALL PREVENTION
• Tips and exercises to improve balance and prevent falls
• Workshops presented by Health Promoters from Seaway Valley Community Health Centre and the Centre de santé communautaire de l’Estrie.
• A total of 4 workshops offered in senior residential buildings -47 seniors participating

CONTINUUM OF CARE
• Programs and services available about the transition process from independent living to retirement homes to long term care homes
• Workshops presented by Norm Quenneville, Administrator, Glen Stor Dun Lodge.
• 5 workshops offered in senior residential buildings, senior social clubs and Encore Education Centre and the Senior Friendly Committee with a total of 156 participants!

NUTRITION
• Healthy eating and nutrition specifically for seniors
• Workshops offered by Dietitians with Seaway Valley Community Health Centre and the Centre de santé communautaire de l’Estrie
• A total 2 workshops with 31 seniors participated.
NEW LOGO: The Cornwall Senior Friendly Community Implementation Committee (CSFCIC) has chosen a new logo following a selection process! The logo conforms to the municipal guidelines for the use of the City of Cornwall logo. However, like most art, individuals interpret the graphic differently – thoughts include a flower blossom, arms stretched out, cherubs, others see the dots as representing people, community, and different generations supporting or embracing seniors. Our goal is to highlight our community with a focus on the seniors who enrich it.

NEW HORIZONS GRANT: The Cornwall Senior Friendly Community Implementation Committee was successful in obtaining funding from Employment and Social Development Canada to organize and host a bi-annual senior focused volunteer fair.

The goal is to link local seniors with information on various volunteer opportunities, programs, and services available in Cornwall. Seniors responding to last year’s survey wanted more opportunities to benefit by socializing, making new friends, staying connected in the community, maintaining skills or even developing new skills. With the development of senior volunteer fairs we hope to create this link within our community.

Cornwall’s Senior Volunteer Fair will bring together organizations searching for volunteers and seniors who are looking to become more active in our community. The Fair would also promote the activities of Cornwall’s five seniors clubs and educational organizations. The funding will also be used to include education sessions on relevant topics. Interested in working on the volunteer fairs, contact the city at 613-662-0199. Stay tuned for more information which will be provided through a variety of communication channels such as speaker events, Seniors’ Newsletter, Cornwall City website, social media, etc.

Bulletin des aînés

NOUVEAU LOGO: Le comité de mise en œuvre d’une collectivité-amie des aînés de Cornwall (CMCAAC) a choisi un nouveau logo à la suite d’un processus de sélection! Le logo est conforme aux lignes directrices municipales pour l’utilisation du logo de la ville de Cornwall. Cependant, comme pour la plupart des œuvres d’art, les gens interprètent le graphique différemment - certains pensent à une floraison ou à des bras levés qui acclament, alors que chez d’autres, les pointes évoquent des personnes, la communauté et les différentes générations qui soutiennent les aînés.

Programme de subvention Nouveaux horizons : Le comité de mise en œuvre d’une collectivité-amie des aînés de Cornwall a réussi à obtenir une subvention d’Emploi et Développement social Canada pour organiser un salon semestriel du bénévolat, destiné aux aînés.

L’objectif est de fournir aux aînés de notre collectivité de l’information sur les divers programmes, services et possibilités de bénévolat offerts à Cornwall. Ce qu’ils en tirent, c’est fréquenter leurs pairs, se faire de nouveaux amis, garder le contact avec la communauté, et maintenir leurs compétences, voire en acquérir de nouvelles. Pour sa part, la collectivité en bénéficiera, car de nombreux organismes, notamment dans les secteurs des services sociaux à but non lucratif, ont un besoin urgent de bénévoles. Le Salon des bénévoles aînés de Cornwall réunira des organismes à la recherche de bénévoles et d’aînés qui souhaitent prendre une part active à la vie communautaire. Le salon ferait également la promotion des activités des cinq clubs d’aînés et des organismes éducatifs de Cornwall. Les fonds serviront également à offrir des sessions éducatives sur des sujets pertinents. Ne manquez pas de suivre les nouveautés qui vous parviendront par divers canaux de communication, comme des événements de conférenciers, le bulletin des aînés, le site Web de la Ville de Cornwall, les réseaux sociaux, etc.
Over 300 staff trained to date

Cornwall Paramedics
Dementia Friendly Community 2017
Ontario Age Friendly Community Recognition Award

• The City of Cornwall received this Award.

• The Award was established to celebrate the work of Ontario communities that are striving to become age-friendly. The Award demonstrates Cornwall’s initiative and strong commitment to make our community a better place for seniors.

• We were asked to showcase our various communication tools and strategies as a best practice in Ontario at the March 2018 Symposium on Age Friendly Communities.
Carmen Cousineau, Project Coordinator receiving the award on behalf of the City of Cornwall with Ontario Minister of Senior’s Affairs Dipika Damerla and MPP Jim Mcdonell
Celebrating Seniors

• Logo for SFC

• Proclamation for June 2018 to be recognized as seniors month

• Paulette Amelotte nominated as Cornwall’s 2018 municipal senior for her contributions to our community.
Next Steps

• Implement New Horizon Grant - Volunteer Fairs
• Increased nominations from seniors and community groups
• Ongoing Communication Strategy
• Senior Friendly Community Business Checklist
• Dementia Friendly Community Training
• Ongoing Workshop Coordination
• Continue to research opportunities to support a “Cycling without Age” Initiative to reduce senior social isolation
Cycling Without Age
http://cyclingwithoutage.org

Developed in Copenhagen, CWA uses a trishaw to give rides to seniors with limited mobility. They come equipped with an electric assist motor to help the trained volunteers pedal. Provides seniors the freedom of wind in their hair and interactions with nature and the community at large.

Hopeful that sponsorship opportunities can bring this wonderful initiative to Cornwall.