

4.0 GOALS AND STRATEGIES

The responsibility for aging well must be shared by individuals, families, neighbours, communities, municipal, provincial and federal governments. No single person, organization, or government has all the resources or influence to address all the determinants of active aging. Working in collaboration, with a shared commitment by all segments of society, will ultimately provide the holistic approach necessary to support older adults.

As a result of the surveys, roundtable discussions, key stakeholder interviews, and environmental scan, 15 goals with accompanying recommended strategies have been developed. They are divided into the sections based on the World Health Organization's five Determinants of Active Aging.

It has become clear during the consultation phase of the plan that there are a significant number of current unmet needs. It is also clear that baby boomers will approach the aging process much differently than previous generations. They are less likely to accept the designation of 'senior', and are a generation known for re-defining societal expectations. As a result, the strategies focus primarily on the next 14 years, while at the same time ensuring that there are mechanisms in place for constant assessment and re-evaluation of the plan. This is intended to be a fluid document, with the ongoing addition of new strategies, responsive to emerging needs as they arise.

The Government of Alberta has recently released two documents which are very significant for older adults. The first, The Demographic Planning Commission's "Findings Report" was summarized in Section 3, Leading Edge Reports. Their findings and identified issues were consistent with what Strathcona County discovered during its consultation. The report stresses the need for coordinated planning for older adults and the development of an Aging Population Policy Framework to guide the future development of policies, programs and services for seniors in Alberta. It is not clear whether this recommendation will be implemented.

The second Alberta government document, "Continuing Care Strategy: Aging in the Right Place" December 2008, lists 5 strategies, one of which identifies the need for investing in additional community supports. At this time, the recommendations are not accompanied by strategies, so it is not clear what resources the province will make available to communities.

We will continue to monitor further information as it becomes available and ensure we are in a position to access resources as they become available.

This section discusses the determinants of active aging in more depth, identifies current trends, applicable statistics, and lists the goals and strategies developed to address the identified needs and gaps.



CROSS DETERMINANTS

The following two goals are cross determinants and have an impact on all of the other determinants. An ongoing, coordinated approach is necessary to both implement the Older Adults plan, and identify and respond to emerging needs. Communication and public awareness are essential components of this plan. Programs are often under-utilized because of a lack of public awareness. During discussions at the roundtables and focus groups it became apparent that accessing information about resources was a major issue. Participants indicated they experience a great deal of frustration when trying to find information about existing resources. Information available in several different formats, disseminated in multiple ways, and access to a resource person, would greatly improve connection to services.

Respondents in the Older Adult Survey indicated the following:

- 77 per cent had used a computer in the past year
- 25 per cent preferred to access information regarding resources and activities for older adults from the Strathcona County website

Goal 1: Services for older adults in Strathcona County are coordinated and emerging needs are identified and addressed.

Strategy 1 Establish an Older Adult Services Coordinating Committee for Strathcona County that will plan and coordinate services and programs across municipal departments and sectors.

Lead Role: Family and Community Services

Suggested membership:

Recreation, Parks and Culture, Strathcona County Library, Strathcona County Transit, Emergency Services, Information and Volunteer Centre, R.C.M.P., Planning and Development Services, Corporate Planning and Intergovernmental Affairs, Communications, Engineering and Environmental Planning, Pioneer Housing Foundation, Alberta Health Services

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)

Strategy 2 Ensure the Older Adult Services Coordinating Committee links with existing seniors organizations at the municipal and provincial levels, and in particular the Seniors Advisory Committee to gather input into trends and emerging needs of older adults.

Lead Role: Family and Community Services

Additional Resources Required: None **Implementation:** Short-term (1-3 years)



Goal 2: Older adults receive clear, user-friendly information about services and programs in a variety of formats.

Strategy 1 Develop guidelines on an age-friendly format for all communications material and signage.

Lead Role: Communications

Additional Resources Required: \$10,000 **Implementation:** Short-term (1-3 years)

Strategy 2 Create and maintain a variety of print and media communication tools, resources and methods for informing older adults about municipal services and programs.

Lead Role: Family and Community Services

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)

Strategy 3 Create and maintain a web based resource for comprehensive information on programs/services/information for older adults.

Lead Role: Family and Community Services

Support: Communications

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)

Strategy 4 Create and maintain a printed Seniors Resource Directory.

Lead Role: Family and Community Services

Additional Resources Required: \$5,000 **Implementation:** Short-term (1-3 years)
(printing)

Strategy 5 Provide an identified resource person in locations utilized and accessible to older adults to assist with accessing information on programs and services, filling out government forms and providing simple assistance with accessing websites.

Lead Role: Family and Community Services

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)
Expansion: Mid-term (4-14 years)



SOCIAL DETERMINANTS

Availability of social supports and social connections, access to lifelong learning opportunities and protection from violence and abuse are key factors that enhance health and security as people age. Loneliness, social isolation, low literacy and lack of education, abuse and exposure to conflict increase the risk of disability and early death.

By maintaining supportive social connections through voluntary activities, employment, participation in community activities and programs, health and wellness are enhanced. Life long learning opportunities can help develop skills needed to adapt and stay independent, while engaging in meaningful activities. Intergenerational learning in particular, reduces stereotypes of young and old, improving mutual understanding and trust while building social capital and community connectedness.

There is a significant opportunity for municipalities and community groups and organizations to have maximum impact on the social determinants of our active aging population.

Respondents in the Older Adult Survey indicated the following:

Social Supports

- 95 per cent had loving and supportive people in their lives
- 94 per cent had people who listen to them

Social Connections

- 93 per cent had people in their lives to relax or go out and have fun with
- 45 per cent in the older adult survey and 54 per cent in the 45–54 year old survey group preferred to participate in formal leisure activities open to the general public

Lifelong Learning

- 47 per cent had participated in learning activities with 49 per cent specifying health and wellness as a subject they wanted to learn more about

Of all the self-fulfilling prophecies in our culture, the assumption that aging means decline and poor health is probably the deadliest.

Marilyn Ferguson



Goal 3: Opportunities for social connection are encouraged and facilitated.

Strategy 1 Provide older adult “gathering” space in community facilities as opposed to constructing additional “purpose built” facilities, for example, the new library “Community Living Room” concept.

Lead Role: Strathcona County Library
Recreation, Parks and Culture
Facility Services
Support: Engineering and Environmental Planning
Strathcona County Departments

Additional Resources Required: None Implementation: Initiated

Strategy 2 Assist existing seniors centres in attracting new members, planning for the needs of older adults and promoting programs in their communities. (See Goal 11, strategy #2)

Lead Role: Recreation, Parks and Culture
Support: Family and Community Services

Additional Resources Required: None Implementation: Initiated

Strategy 3 Develop and implement a friendly visitor and phone buddy (telephone reassurance) program.

Lead Role: Family and Community Services

Additional Resources Required: Staffing Implementation: Short-term (1-3 years)

Strategy 4 Ensure that opportunities for inter-generational interaction are maximized for all Strathcona County led activities.

Lead Role: All Strathcona County Departments

Additional Resources Required: None Implementation: Short-term (1-3 years)



Goal 4: Older adults are provided with a variety of local choices for new learning opportunities and new skill development.

Strategy 1	Expand the variety of life-long learning programs that are offered to include formal for credit, formal non-credit and informal learning opportunities; formats should include classroom, workshop, conversation circles; affordability should be monitored.
Lead Role:	Strathcona County Library Family and Community Services Recreation, Parks and Culture Community Adult Learning Council
Additional Resources Required:	None
Implementation:	Initiated
Strategy 2	Explore Strathcona County being deemed a Designated Learning Community. *
Lead Role:	Strathcona County Library
Additional Resources Required:	None
Implementation:	Mid-term (4-14 years)
Strategy 3	Increase English Language Learning opportunities.
Lead Role:	Community Adult Learning Council
Additional Resources Required:	Staffing
Implementation:	Mid-term (4 -14 years)
Strategy 4	Expand access to Strathcona County Library services and programs through outreach (e.g.: Bookmobile), distance learning (e.g.: videoconferencing), e-books, or by offering programs outside of the Library (e.g.: seniors' lodges).
Lead Role:	Library
Additional Resources Required:	Staffing
Implementation:	Short-term (1-3 years)
Expansion:	Mid-term (4 -14 years)

* A Designated Learning Community embraces an understanding of learning as multidimensional and comprehensive; it devises ways of bringing learning and people together.



Strategy 5 Organize an older adult conference once every two years.

Lead Role: Family and Community Services
Support: Recreation, Parks and Culture
Strathcona County Library
Seniors Advisory Committee
Community Adult Learning Council
Information and Volunteer Centre

Additional Resources Required: None **Implementation:** Short-term (1-3 years)



PHYSICAL ENVIRONMENT DETERMINANTS

Age-friendly physical environments are essential to maintain independence and include housing, transportation and mobility, accessibility and safety.

Housing

Housing is essential to safety and well-being and includes considerations not only of affordability but access to services, age friendly design or barrier-free housing, the ability to make adaptations or modifications (retrofitting) and affordable home maintenance. A range of housing options in the local area is important to accommodate changing needs. Considerations of space and privacy are critical at each level of the housing continuum - the concept of having one's own "front door". The Alberta Policy Framework categorizes housing stages as Home Living (person living in their own residence), Supportive Living (person living in lodge or assisted living), Facility Living (nursing home or long-term care). These latter two cross over into the Health and Social Services Determinants and will be addressed more completely there. Currently, these accommodations have long wait lists which are expected to increase as the newest generation of older adults age.

Respondents in the Older Adult Survey indicated the following:

- 65 per cent identified access to seniors housing as one of the top three issues facing older adults in Strathcona County.
- 12 per cent agreed with the statement, "There are enough affordable housing options for seniors in Strathcona County" (81 per cent disagreed)
- 86 per cent of respondents owned their own home

Knowledge and timber shouldn't be much used, till they are seasoned.

Oliver Wendell
Holmes Sr.

Housing Type	Housing Today	Expected Housing 10 years	Expected Housing 20 years
Single detached	69%	43%	15%
Townhouse/duplex	15%	17%	12%
Apartment	8%	16%	16%
Supported living/ lodge/nursing home	5%	16%	39%



Goal 5: There is a range of affordable and accessible housing options appropriate for older adults.

Strategy 1 Support Strathcona County's Affordable Housing Plan.

Lead Role: Corporate Planning and Intergovernmental Affairs
Support: Planning and Development Services
 Family and Community Services

Additional Resources Required: None **Implementation:** Initiated

Strategy 2 Promote the development of flexible building designs (life-stage housing) and a variety of housing types to developers.

Lead Role: Planning and Development Services

Additional Resources Required: None **Implementation:** Mid-term (4-14 years)

Strategy 3 Educate and influence developers (for both residences and larger buildings) regarding the optimum number of people with limited capability housed together who will require assistance during an emergency situation.

Lead Role: Emergency Services
Support: Planning and Development Services

Additional Resources Required: None **Implementation:** Mid-term (4-14 years)

Strategy 4 Include increased numbers of handicapped parking stalls (exceeding current building standards) in the Land Use Bylaw.

Lead Role: Planning and Development Services

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 5 Encourage land use planning that combines commercial and residential uses so that services are closer to home for older adults.

Lead Role: Planning and Development Services

Additional Resources Required: None **Implementation:** Mid-term (4-14 years)

Strategy 6 Develop a 15 year lodge and subsidized housing plan.

Lead Role: Pioneer Housing Foundation

Additional Resources Required: TBD **Implementation:** Short-term (1-3 years)



Transportation

Transportation, including accessible and affordable public transit, is a key factor in active aging and links to many other themes, maintaining social connections in particular. The car provides older adults with considerable freedom and convenience. The National Advisory Council on Aging's "1999 and Beyond" indicates 70 per cent of Canadians 55+ have a driver's license. Physical limitations including vision, physical strength, flexibility, reflexes and reaction times begin to have an impact as one ages. While the Alberta Motor Association (AMA) indicates that drivers between 55 and 70 have the lowest rate of collisions of any age group in Canada, the risk of collision for those 75 and older, on the basis of distance travelled is the same as for high-risk drivers 16 to 24 according to "1999 and Beyond." Consequences for older adults however are much more serious than for young people as they are three times more likely to die as the result of being in a collision. The AMA estimates that men outlive their driving careers by seven years and women by 10 years. It is important to note however, that chronological age alone cannot determine one's ability to drive and is dependent on reflexes, chronic conditions or diminished hearing or vision. Relinquishing a driver's license is associated with a loss of freedom and autonomy and may lead many older drivers to continue operating a vehicle longer than they have the physical capacity to safely do so.



Transportation alternatives are generally not seen as adaptive, integrated or co-ordinated and often have poor awareness levels among potential clients.

Age-friendly transportation must be affordable, provide services to key destinations with well connected routes and accessible vehicles with clear signage. Transit stops and stations must be accessible, in close proximity to older adult gathering places and provide seating with shelter from weather. Older adults in rural areas face another whole set of unique transportation challenges, complicated by isolation and distance.

Community transport services including volunteer drivers are important to take older persons to specific places and events. Shuttle service is especially important for the latter.

Respondents in the Older Adult Survey indicated the following:

- 20 per cent identified transportation as one of the top three issues facing older adults in Strathcona County
- 81 per cent agreed they were able to get transportation when needed; just over 1 in 10 had difficulty getting transportation when needed.
- 84 per cent drove themselves as their main method of transportation
- 9 per cent asked family/friends to drive them as their main method of transportation
- 2 per cent walk
- 2 per cent use Strathcona County Transit



Goal 6: Transportation options are affordable, accessible, safe and address the diverse needs of older adults.

Strategy 1 Improve local transit system to better access popular destinations (such as medical and recreational facilities, shopping areas, etc).

Lead Role: Strathcona County Transit

Additional Resources Required: TBD **Implementation:** Mid-term (4-14 years)

Strategy 2 Strathcona County Transit will strive to become barrier-free.

Lead Role: Strathcona County Transit

Additional Resources Required: TBD **Implementation:** Mid-term (4-14 years)

Strategy 3 Complete Strathcona County Accessible Transportation (SCAT) review.

Lead Role: Strathcona County Transit

Additional Resources Required: None **Implementation:** Initiated

Strategy 4 Implement a volunteer Transit Buddy Program.

Lead Role: Strathcona County Transit

Support: Family and Community Services

Additional Resources Required: Staffing **Implementation:** Mid-term (4-14 years)



<p><u>Strategy 5</u></p>	<p>Implement a marketing campaign to encourage riders to use the public transit system, using tools such as a Customer Appreciation Day.</p>
<p>Lead Role: Strathcona County Transit Support: Communications</p>	
<p>Additional Resources Required: \$10,000 Implementation: Mid-term (4-14 years)</p>	
<p><u>Strategy 6</u></p>	<p>Develop a volunteer driver and car pool program.</p>
<p>Lead Role: Family and Community Services</p>	
<p>Additional Resources Required: Staffing Implementation: Mid-term (4-14 years)</p>	
<p><u>Strategy 7</u></p>	<p>Investigate Independent Transportation Network (ITN)* operating in the Capital Region.</p>
<p>Lead Role: Corporate Planning and Intergovernmental Affairs Support: Family and Community Services</p>	
<p>Additional Resources Required: None Implementation: Short-term (1-3 years)</p>	
<p><u>Strategy 8</u></p>	<p>Partner with local taxi companies for rider discounts and provide travel vouchers for financially vulnerable older adults.</p>
<p>Lead Role: Family and Community Services</p>	
<p>Additional Resources Required: \$50,000 Implementation: Mid-term (4-14 years)</p>	
<p><u>Strategy 9</u></p>	<p>Increase availability of older adult driver education programs in Strathcona County.</p>
<p>Lead Role: Family and Community Services Corporate Planning and Intergovernmental Affairs</p>	
<p>Support: Alberta Motor Association (AMA)</p>	
<p>Additional Resources Required: None Implementation: Initiated</p>	

* ITN (Independent Transportation Network) is a volunteer program that creates an efficient and financially sustainable solution to the transportation needs of seniors and their families.



Accessibility

To enable mobility and accessibility, outdoor spaces should provide smooth surface walkways with seating at regular intervals. Roads should provide pedestrian crossings and regular intervals with adequate timing on lights and low tapered curbs. For older adults with mobility impairments, especially those using canes, walkers or wheelchairs, crossing intersections in a safe and timely manner can be very difficult and is exacerbated during bad weather. Buildings need to be accessible including elevators, ramps, stair rails, non-slip floors and rest areas with seating.

Respondents in the Older Adult Survey indicated the following:

- 93 per cent were confident/physically stable moving around in their home
- 85 per cent agreed it was easy for them to move around in stores, Strathcona County buildings and other public places
- Just over 1 in 10 did not find it easy to move around in stores, Strathcona County buildings and other public places

Goal 7: Strathcona County will follow the ‘Principles of Universal Design’ in the design and construction of new or renovated buildings.

Strategy 1 Identify design issues that may enhance the effective use of indoor and outdoor public places by older adults, and recommend changes.

Lead Role: All Strathcona County Departments

Additional Resources Required: None **Implementation:** Initiated

Strategy 2 Educate the business community about the wide range of design disciplines including environments, products and communications, that are required to meet the needs of older adults.

Lead Role: Engineering and Environmental Planning

Additional Resources Required: TBD **Implementation:** TBD

Strategy 3 Establish the requirement for the construction of new or renovated buildings to use the ‘Principles of Universal Design’.

Lead Role: Planning and Development Services

Additional Resources Required: None **Implementation:** Mid-term (4–14 years)



Safety

Safety issues include safety and security in both the home and the community.

Respondents in the Older Adult Survey indicated the following:

- seven per cent had been the victim of a fraud or scam
- 47 per cent felt safe walking alone in their neighbourhood after dark (compared to 90 per cent of general community members)

Goal 8: Crime prevention initiatives will reduce the incidence of older adults impacted by scams and crime.

Strategy 1 Increase public education and awareness of scams and frauds targeting older adults in a comprehensive way (eg: Wise Owl program).

Lead Role: R.C.M.P.

Support: Communications

Additional Resources Required: None

Implementation: Short-term (1-3 years)

Strategy 2 Educate older adults about home security and crime prevention through physical design principles.

Lead Role: R.C.M.P.

Additional Resources Required: TBD

Implementation: TBD



ECONOMIC DETERMINANTS

Within the municipal context, employment and income are the primary factors that have an impact on active aging. Throughout the world there is increasing recognition of the contribution made by older persons, through formal and informal work, unpaid activities within the home and family and in voluntary occupations.

Employment and Income

Strathcona County is currently experiencing a shortage of workers across many sectors. While the economic downturn beginning in late 2008 has provided some relief from this particular pattern, retirements across the sectors will result in the loss of significant experience, information and knowledge. Succession planning is critical to stemming this loss and according to our local Chamber of Commerce, only 15 per cent of businesses have a succession plan in place.

Mature workers currently make up over 36 per cent of Alberta's labour force. Older adults have proven themselves to be valuable employees, strongly committed with strong problem solving and interpersonal skills. They are often willing to help out on an as needed basis, and make excellent mentors.

Incentives to attract mature workers include flexibility in hours and times of day, part time opportunities, short-term projects, pension plan supplements, job sharing, working from home and transportation assistance.

Respondents in the Older Adult Survey indicated the following:

- 31 per cent were employed full or part time
- 69 per cent had left or will leave the workforce at or before age 65
- 17 per cent will continue to work after 65 in either their current or a different job

While work provides a context, income provides the means. Active aging policies need to intersect with poverty reduction programs across all ages. Poorer persons face increased risk of ill health and disabilities and older persons are particularly vulnerable. In 2005, the median income for all ages in Strathcona County was \$79,600. For an individual senior age 65 or older the median income was \$23,000.

Respondents in the Older Adult Survey indicated the following:

- 56 per cent identified the rising costs of living relative to fixed incomes as one of the three most important issues facing older adults in Strathcona County
- 60 per cent agreed their retirement finances are/will be adequate
- 69 per cent agreed it is easy for them to meet monthly expenses



Volunteer Work

The transition from full-time, formal work to retirement/part-time work or work of an informal nature, is often treated erroneously, as a move from a productive role to a non-productive role. Older people continue to contribute actively to their household, their family and/or their community. These contributions may include such socially valued products such as counselling, mentoring, child care, peer care, end-of-life care, community leadership, political involvement or providing a role model in schools, churches, businesses, not-for-profit agencies, health or political organizations. Such endeavours may have high economic and human benefits, but are often unrecognized. Voluntary work benefits older people by increasing social contacts and supports while making a significant contribution to their communities and society as a whole.

The motivation and engagement of the older adult volunteer is evolving. Many baby boomers are looking for volunteer opportunities that reflect their skills and experiences. The four main reasons this age group volunteer are to support a cause they believe in, to make a contribution to society, to share their skills and to do something meaningful with their friends and colleagues. They tend to look for short term volunteer opportunities that are challenging and fulfilling.

The 2004 Canada Survey of Giving, Volunteering and Participating showed the percentage of Canadians who volunteer generally decreases with age. Over half (55 per cent) of all youth (15 to 24 year olds) volunteered, compared to one-third (32 per cent) of older adults (65 years and older). Forty-seven per cent of adults 45 to 54 years volunteered with 43 per cent of those 55 to 64 volunteering.

The average number of hours volunteered however, generally rises with age, from 139 hours a year for youth to 177 hours for those 45 to 54 years, 202 hours for those 55 to 64 years and 245 hours for those 65 and older.

Respondents in the Older Adult Survey indicated the following:

- 80 per cent believe there were meaningful volunteer opportunities in Strathcona County
- 44 per cent of older adults and 52 per cent of the 45 to 54 survey group had volunteered in the last year



Goal 9: Opportunities exist for meaningful paid and volunteer work for older adults.

<u>Strategy 1</u>	Promote the benefits of older adult volunteerism to both older adults and community agencies.
Lead Role: Information and Volunteer Centre	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 2</u>	Adapt retirement planning courses to include post-retirement employment planning.
Lead Role: Human Resources (internal workforce) Community Adult Learning Council (external workforce)	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 3</u>	Educate business/employers regarding the benefits of hiring the mature worker.
Lead Role: Economic Development and Tourism	
Additional Resources Required: None	Implementation: Mid-term (4-14 years)



Goal 10: Older adults have the means to support themselves financially through retirement.

Strategy 1 Provide education on financial planning.

Lead Role: Human Resources (internal workforce)
Community Adult Learning Council (external workforce)

Additional Resources Required: None **Implementation:** Initiated

Strategy 2 Provide information for older adults regarding municipal, provincial, federal subsidies and assistance in filling out forms.

Lead Role: Family and Community Services
Support: Information and Volunteer Centre

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 3 Implement further municipal subsidy programs for vulnerable seniors as needed and continue with the Recreation Access Program, transit subsidies and property tax rebates.

Lead Role: All Strathcona County Departments

Additional Resources Required: TBD **Implementation:** Initiated



BEHAVIOURAL DETERMINANTS

An individual's behaviour can have a significant impact on how they experience the aging process. The promotion and support of healthy behaviours is an essential element of aging well. Physical activity helps counteract some the negative effects of aging, and contributes to both physical and emotional health. Reducing the incidence of risky behaviour such as smoking and drinking in excess is also a protective factor.

An aging population who is physically active usually requires less in the way of formal supports and services, and at the same time contributes more to the community through volunteering, social networking, and support of the local economy. The World Health Organization reports that regular moderate physical activity reduces the onset of a number of chronic diseases in both healthy and ill older people. It also reduces the incidence of falls, which accounted for 75 per cent of the injury hospital admissions for older adults in Alberta according to the Alberta Centre for Injury Control and Research (2006). An elder friendly community ensures that there is access to a variety of formal and informal activities and programs. Neighbourhood design, parks, and trails play equally as important a role as indoor recreation facilities and programs in making a healthy lifestyle possible.

The Strathcona County Open Spaces and Recreation Facility Strategy (OSRFS) adopted in June 2008 “represents an investment in the health and well-being of the community in a broad range of interconnected activities and needs”. It recognizes that “obesity and chronic diseases are sky-rocketing, and that we have a responsibility as a community to continue to influence the health and wellness of our residents”. The OSRFS is a 15 year plan that provides for both outdoor (parks, natural areas) and indoor (facilities) recreation and leisure opportunities. It recognizes the need to adapt and respond to current and future needs, including shifting demographics. Because the OSRFS addresses a significant number of issues identified during the Older Adults Plan consultation process, creating a number of new strategies in this category was not necessary.

Health promotion is also a key component of aging well. Encouraging older adults to limit harmful behaviours such as smoking, prescription drug misuse, excessive alcohol use, and unprotected sex is very important. Promoting healthy eating habits, stress reduction, and moderation contribute to the overall outcome of vibrant, healthy, engaged older adults.

Active living behaviours increase independence, foster the development of social supports and promote social cohesion.



Respondents in the Older Adult Survey indicated the following:

Physical activity rates:

- 51 per cent of older adults participate in mild activity (slow walking, bowling) 4 - 7 times per week
- 35 per cent of older adults participate in moderate activity (brisk walking, biking) 4 - 7 times per week
- nine per cent of older adults participate in vigorous activity (jogging, aerobic dancing) 4 - 7 times per week

Additional responses from the Older Adult Survey regarding other behavioural determinants included the following:

- 72 per cent of older adults have two or fewer alcoholic beverages/week
- two per cent of respondents indicated that they had used prescription pills improperly
- Less than one per cent of older adults reported using illicit drugs in the past 12 months



Goal 11: A variety of opportunities are available for social, recreational and cultural activities.

Strategy 1 Support the Strathcona County Open Space and Recreation Facility Strategy.

Lead Role: Recreation, Parks and Culture
Engineering and Environmental Planning

Additional Resources Required: None **Implementation:** Initiated

Strategy 2 Develop a program plan in partnership with seniors centres that addresses the needs of older adults while exploring the sharing of resources. (See Goal 3, strategy #2)

Lead Role: Recreation, Parks and Culture
Support: Family and Community Services

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 3 Expand the partnership with Sherwood Park Primary Care Network and explore additional opportunities with other health service providers to support at-risk older adults with healthy living options.

Lead Role: Recreation, Parks and Culture

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 4 Develop partnerships with seniors housing complexes to deliver recreation programs on site (including both resident and non-resident participants).

Lead Role: Recreation, Parks and Culture

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 5 Develop and provide no-cost wellness programs to vulnerable adults in neighbourhoods and community centres while investigating potential grants or contributions from the business community to maintain programs.

Lead Role: Recreation, Parks and Culture

Additional Resources Required: None **Implementation:** Mid-term (4-14 years)



<u>Strategy 6</u>	Provide integrated/flexible programming space and specialized equipment for older adults.
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Mid-term (4-14 years)
<u>Strategy 7</u>	Ensure adequate opportunities for older adult-oriented programs in the evenings.
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 8</u>	Implement a marketing campaign to increase awareness of the benefits of active living, and opportunities for active living throughout the community (including information about low-cost/subsidized programs).
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 9</u>	Promote the Ambassador Program to encourage older adult card holders to be role models and support new participants.
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 10</u>	Examine the use of schools (e.g.: Emerald Hills) and community centres as service hubs for delivery of programs and spontaneous use.
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Short-term (1-3 years)
<u>Strategy 11</u>	Investigate installing a therapeutic warm pool when a new recreation facility is built. (The Aquatic Strategy to be developed as part of the OSRFS in 2012).
Lead Role: Recreation, Parks and Culture	
Additional Resources Required: None	Implementation: Mid-term (4-14 years)



HEALTH AND SOCIAL SERVICES DETERMINANTS

These determinants are about the systems of support that are in place to support health promotion, disease prevention and equitable access to quality primary health care and long-term care.

Health and social support services are vital to maintaining health and independence across all ages and have profound impact on aging. These systems need to be integrated, coordinated, cost effective and distributed equally across the age spectrum. They need to treat people of all ages with dignity and respect.

Health Services Supports

The Government of Alberta has developed a Continuing Care Strategy which is to be implemented over the next three years. In 2008 14,500 older adults and persons with disabilities lived in long-term care facilities. With increasing population projections, an additional 15,000 long term care beds or four new facilities is estimated as necessary annually each year for the next 20 years, without more options being put in place.

As part of consultations across the Province, older adults indicated their first choice was to remain in their own residence, preserving their independence, quality of life and personal dignity.

The new first strategy focuses on investing in community supports and includes the following initiatives:

1. Increasing home care funding which will increase the amount and availability of personal care and home support services
2. Transitioning individuals with stable medical conditions out of nursing homes and acute care hospitals back into their homes and communities
3. Emergency department support which includes seniors' assessment and support teams which provide individuals with appropriate care solution that meet their medical needs including short term intervention, interim care and recommendations for longer-term options
4. Caregiver support and enhanced respite which will provide counselling and skill training, respite care services and funding for supplies and transportation costs, recognizing that informal caregivers currently provide around 80 per cent of the required care
5. Community initiatives which will provide seed money for volunteer organizations to implement social support programs, for example, "Neighbors Helping Neighbors" which assists with meals, transportation, companionship, monitoring and social activities
6. Health technology funding to remotely monitor chronic health conditions



The second strategy focuses on refurbishing and replacing existing long term care beds, with the third strategy involving the manner in which long-term care accommodations are paid.

Social Service Supports

The Findings Report of the Demographic Planning Commission identified three areas of senior care requiring both health and social support services:

1. Home Care includes professional support services like nursing and rehabilitation, and personal support services like homemaking and care-giving practices
2. Home Support Services include a basket of social support services that help older adults maintain their homes including snow shoveling, yard work and light housecleaning as well as home maintenance and home adaptation services. While finances may not be an issue, older adults may no longer have the capacity to remain in their homes because of issues associated with routine house and yard maintenance. They may be unfamiliar with a variety of retrofitting options that make houses more adaptable to a variety of physical and/or health limitations. Organizing such services can be a formidable task. Reliable information is not coordinated or is unavailable.
3. Personal Care services that provide older adults with services such as personal hygiene, washing clothes, dressing, meal preparation and other basic self-care

It is important to note that rural areas face a particular challenge in this service delivery area, with a growing disparity between rural and urban areas.

Although 81 per cent of the Older Adult Survey respondents rated their overall physical health as good to excellent, when asked to identify the three most important issues facing seniors in Strathcona County:

- 65 per cent indicated access to seniors housing including seniors' apartments, assisted living, lodges and long term care
- 58 per cent indicated access to health care including physicians, management of chronic conditions and home care
- 31 per cent indicated availability of personal care and household support including assistance from family



Elder Abuse

Elder abuse includes such factors as physical and sexual abuse, social exclusion and abandonment, violation of human legal and/or medical rights and lack of choices, decision making ability, finances and respect. It requires a multi-sector approach and sustained effort to increase public awareness.

Respondents in the Older Adult Survey indicated the following:

- six per cent indicated that someone close to them had been too involved in their decision-making
- five per cent indicated they had been a victim of elder abuse by a family member



Goal 12: A spectrum of health and wellness programs is available to older adults.

Strategy 1 Integrate health promotion activities such as recreation, health clinics, education and socialization into ‘one-stop’ shopping, wherever possible.

Lead Role: Recreation, Parks and Culture
Support: Seniors Centres
 Family and Community Services
 Community Adult Learning Council
 Strathcona County Library
 Alberta Health Services

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 2 Expand the falls prevention project to include additional locations and provide education to caregivers.

Lead Role: Emergency Services
Support: Recreation Parks and Culture
 Alberta Health Services

Additional Resources Required: None **Implementation:** Short-term (1-3 years)

Strategy 3 Advocate to Alberta Health Services for:

- mobile health clinics (foot care, hearing tests, eye tests)
- increased funding for geriatric care
- increased beds in Facility Living
- increased adult day program funding
- increase in number of family doctors

Lead Role: Strathcona County

Additional Resources Required: None **Implementation:** Mid-term (4-14 years)



Goal 13: Older adults are provided necessary supports to remain in their homes as long as it is safe and appropriate.

Strategy 1 Develop a range of home services support including:

A) a volunteer matching program that promotes and coordinates able persons to assist elderly and disabled individuals with snow removal and yard maintenance.

Lead Role: Family and Community Services
Support: Information and Volunteer Centre
 Communications

Additional Resources Required: Staffing
Volunteer Recognition: \$5,000
Promotion: \$5,000 **Implementation: Short-term (1-3 years)**

B) a County provided home maintenance/home adaptation service for older adults who meet eligibility requirements (sliding fee scale) using volunteer and/or contracted staff.

Lead Role: Family and Community Services
Support: Facility Services
 Information and Volunteer Centre

Additional Resources Required: Staffing **Implementation: Mid-term (4–14 years)**
Supplies: TBD

Strategy 2 Create and maintain a database of interested groups, businesses and individuals with a variety of needed skills who are willing to volunteer to assist older adults.

Lead Role: Family and Community Services
Support: Communications
 Information and Volunteer Centre

Additional Resources Required: Staffing **Implementation: Short-term (1-3 years)**



Strategy 3 Increase the capacity of the Home Support Program (homemakers and health care aides) by developing an employee attraction and retention plan.

**Lead Role: Family and Community Services
Human Resources**

Additional Resources Required: None Implementation: Initiated

Strategy 4 Expand the subsidized homemaking services to accommodate additional hours of light housekeeping support.

Lead Role: Family and Community Services

Additional Resources Required: TBD Implementation: Mid-term (4-14 years)



Goal 14: Vulnerable older adults and their families receive the emotional supports/interventions and advocacy they require to adjust to the changes they experience.

Strategy 1 Develop an outreach program for at-risk older adults (economic, social, health) that provides psycho-social supports, interventions, case planning and coordination of services.

Lead Role: Family and Community Services

Additional Resources Required: Staffing	Implementation: Short-term (1-3 years)
Staffing	Expansion: Mid-term (4-14 years)
Staffing	Expansion: Long-term (15+ years)

Strategy 2 Establish a caregiver support service that provides emotional support and coordination of support groups for caregivers.

Lead Role: Family and Community Services

Additional Resources Required: Staffing	Implementation: Short-term (1-3 years)
Staffing	Expansion: Mid-term (4-14 years)



Goal 15: The incidence and prevalence of elder abuse is reduced; services and supports are available to assist those who are affected.

Strategy 1 Implement a community awareness campaign regarding elder abuse.

Lead Role: Family and Community Services

Support: R.C.M.P.
Communications

Liaise with: Strathcona Shelter Society

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)
Marketing and Supplies: \$5,000

Strategy 2 Create a coordinated response to elder abuse consisting of key service providers.

Lead Role: Family and Community Services

Additional Resources Required: Staffing **Implementation:** Short-term (1-3 years)
Staffing **Expansion:** Mid-term (4-14 years)

Strategy 3 Provide caregiver supports to reduce the risk of elder abuse.

Lead Role: Family and Community Services

Additional Resources Required: (Staffing included in Goal 14, Strategy 2)
Implementation: Short-term (1-3 years)



STAFFING RESOURCE REQUIREMENTS 2009–2011

* INITIATIVE	2009	2010	2011
Program Development and Delivery	<p><u>Goal 13</u></p> <ul style="list-style-type: none"> Develop and implement volunteer matching program to assist with snow removal and yard maintenance <p>STAFFING: 1 CONTRACT STAFF 35 HRS/WK FCS</p>	<p><u>Goal 1</u></p> <ul style="list-style-type: none"> Initiate Coordinating Committee <p><u>Goal 3</u></p> <ul style="list-style-type: none"> Develop and implement program to combat social isolation (e.g. friendly visitor, phone buddy) <p>STAFFING PROJECTED: 1 FTE FCS</p>	<p><u>Goal 6</u></p> <ul style="list-style-type: none"> Develop and implement alternative transportation strategies <p>STAFFING PROJECTED: 0.5 FTE FCS</p>
Information and Marketing Plan	<p><u>Goals: 2, 3, 6, 13, 15</u></p> <ul style="list-style-type: none"> Develop multi-media campaign Web page development and maintenance Volunteer recruitment marketing plan <p>STAFFING: 1 CONTRACT PERSON 21 HRS/WEEK FCS</p>	<p><u>Goals 2, 3, 6, 13, 15</u></p> <ul style="list-style-type: none"> Public education, communications, and marketing <p>STAFFING PROJECTED: 1 FTE FCS</p>	
Resource and Liaison			<p><u>Goals 2, 10</u></p> <ul style="list-style-type: none"> Liaison services and assistance provided in centres throughout Strathcona County <p>STAFFING PROJECTED: 1 FTE FCS</p>
Outreach Support			<p><u>Goal 14, 15</u></p> <ul style="list-style-type: none"> In-home support and advocacy for at risk clients Caregiver supports <p>STAFFING PROJECTED: 1 FTE FCS</p>
Library Outreach and Distance Learning		<p><u>Goal 4</u></p> <ul style="list-style-type: none"> Increase outreach services such as bookmobile and video conferencing <p>STAFFING PROJECTED: 0.5 FTE LIBRARY</p>	

* Initiatives undertaken in each year will continue in subsequent years



