



County of Simcoe
1110 Highway 26,
Midhurst, ON
L0L 1X0

Main Line 705-726-9300
Toll Free 1-866-893-9300
Fax 705-792-5743
simcoe.ca

MINUTES

SUBJECT: Age-Friendly Advisory Committee

MEETING DATE: December 14, 2021 **TIME:** 10:30 am – 12:00 pm

LOCATION: Zoom

CHAIR: Jane Sinclair, General Manager, Health & Emergency Services

ATTENDANCE:

County Councillor Anita Dubeau
Carolyn Jones, Simcoe Muskoka District Health Unit
Christina Strong, Public Awareness Coordinator, Independent Living Services, Barrie
David Parks, Director, Planning, Economic Development & Transportation, County of Simcoe
Judy Contin, Executive Director, Askennonnia Senior Centre
Margaret Adolphe, Chair Accessibility Committee of Collingwood
Michele Gouette, Seniors Representative
Michelle Pauzé, Director Seniors Services, County of Simcoe
Ron Coutts, Seniors' Representative
County Councillor Sandie Macdonald
Tracy Hill, Age-Friendly Coordinator, County of Simcoe

GUESTS

Colleen Simpson, Manager, 911 and Emergency Planning
France Connor, Programs Manager, A Friendly Voice
Rob Heffernan, Emergency Management Program Supervisor

REGRETS

Andrea Roylance, Matthews House Hospice
Annick Brown, Director of Family Services, La Clé
Arfona Zwiers, Director, Social and Affordable Housing, County of Simcoe
Åsa Klint Piggott, Manager, Performance, Quality & Development, County of Simcoe
Carly Murphy, Essa Township
Cate Root, Tay Township Representative
Catherine O'Connor, Hearing Care Counsellor
Chris Greer, Tiny Township Senior Advisory Committee
Christy Skelly, Independent Living Services
Dawn Hipwell, Director, Procurement, Fleet & Property County of Simcoe
Gayle Hall, Chief Librarian, County of Simcoe
Greg Bishop, Director, Social and Community Housing, County of Simcoe
Heather Hollingshead, Spinal Cord Injury Ontario (SCIO)
Jamie Moran, Director, Ontario Works
Katelyn Johns, Legislative Coordinator, County of Simcoe
Jim Gough, Seniors' Representative
Johan Chen, Planning Officer, Entité 4
Katelyn Johns, Legislative Coordinator, County of Simcoe
Kari Warnar, Community Safety and Wellbeing, Avail Consulting



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Kelley Swift Jones, County of Simcoe Museum
Kris Houston, Project Champion, Project LifeSaver
Laura Lynn Borassa, Alzheimer's Society
Linda Flemington, Collingwood
Lori Crossan, Collingwood Public Library
Lucia Ricardo, Seniors Advisory Committee and CNIB Simcoe Muskoka
Lynne Trotechaud, Manager of Collaborations and Partnerships, United Way Greater Simcoe Muskoka
Maggie Off, Community Recreation Coordinator, Seniors Advisory Committee, Township of Tiny
Mary Warnock, Chair Seniors Advisory Committee, Tay Township
Maria Borczyk, Matthews House Hospice
Marie Hartman, South Georgian Bay Community Health Centre
Marlene de Jesus, Helping Hands Orillia
Melissa Mei, LHINS
Merideth Morrison, Director, Performance, Quality & Development, County of Simcoe
Nancy Esson, Right At Home Canada
Ruth McArthur, Simcoe Muskoka District Health Unit
Sharon Youell, County of Simcoe
Sherry Teeter, Community Connection/211 Central East Ontario
Sandra Easson Bruno, Director North Simcoe Muskoka Specialized Geriatric Services Program
Sarah Orr-Shaw, Simcoe Muskoka District Health Unit
Susan Plewes, LHINS
Tami Tarini, Independent Living Services
Tom Johnston, Seniors for Seniors

RECORDER: Catherine Ivanyshyn, Administrative Assistant, County of Simcoe

ITEM	ACTION
1.0 WELCOME AND INTRODUCTIONS All were welcomed to the meeting.	
2.0 APPROVAL OF AGENDA The Agenda was approved as presented.	
3.0 PREVIOUS MINUTES – September 21, 2021 The previous Minutes were approved as presented by Judy Contin and seconded by Deputy Mayor Anita Dubeau.	
4.0 PRESENTATION: “A Friendly Voice” France Connor, Programs Manager, A Friendly Voice France.connor@rosss.ca (613) 692-4697 ext. 235 https://afriendlyvoice.ca/	Schedule a follow up meeting. Post link on the County of Simcoe Age-Friendly Webpage (completed).



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ITEM	ACTION
<ul style="list-style-type: none"> • A Friendly Voice is a free, confidential “warm line” for older Ontarians, 55+ who just want to chat with a friendly person who cares, without expectations or judgment. • A Friendly Voice launched on December 18th and has been running for three (3) years. • A large volunteer pool and modelled on a similar program in the UK called “Silver Linings”, who are very large and who have been around longer. • Originally funded by the Ontario Trillium Foundation until April 2021. • The phone line is open 365 days a year and open on holidays. • This is telephone only and not virtual at this time as many of the volunteers want to keep their anonymity. A Friendly Voice has been approached to offer virtual options and will be reviewing. Many have a have not have the means to connect virtually. • Trained volunteers provide links and services within callers’ communities to help keep them connected socially. Many want to remain in their own homes, but lack that social interactions. Many are not interested in programs, but like to have a friendly chat about their day. • Not a distress line, counselling line, advice line or referral line. We provide a friendly “friendship” call. Many repeat callers depending on loneliness. • We deal mainly with rural communities where seniors may be more disconnected and isolated. • The goal is to create a positive service that will help reduce the growing epidemic of isolation in the seniors population in Ontario. An estimated 1.6 elderly Canadians that feel lonely and this can lead to significant health issues. • Currently have a local Ottawa phone number as well as 1-800 toll free number across Ontario. • Sponsors and Funding – Bell Let’s Talk, United Way Ontario East, New Horizons for Seniors Grant, 	<p>Communicate service to the County Library and connect with Gayle Hall.</p>



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ITEM	ACTION
<p>Community Seniors Grant through Seniors and Accessibility Ontario.</p> <p>Questions:</p> <ul style="list-style-type: none"> • <i>How is this marketed?</i> <p>Have rebranded and working with a marketing agency. Together with the agency, we are working on strategies on how to promote the service more efficiently where it's needed most. We use social media (i.e.. Facebook, Twitter) and will be looking at radio. Want to look at communities to help promote the services.</p> <ul style="list-style-type: none"> • <i>Is this a referral services connecting seniors to services or just conversation? And will these resources be in the area of where the seniors are located?</i> <p>A Friendly Voice has volunteers across Ontario who will provide the senior with the information and it is their responsibility to contact the service.</p> <p>211 is good resource in our area for resources. Many of the callers are living with some mental illness and need that one on one support. We would give them the Crisis and Distress lines which are good resources (i.e., Wellness Together).</p> <ul style="list-style-type: none"> • <i>Many seniors do not know where to look for help or resources. How do you get out to the public or into the health system (doctors offices, hospitals) where they may see a seniors experiencing these issues?</i> <p>A Friendly Voice has started in the Ottawa rea doing an outreach program with the main focus being hospitals, healthcare professionals, etc.</p> <p>Other areas that can help to promote the service - Ontario Health Teams, Ontario Community Support Association, Ontario Non-Profit Network, Community Paramedicine, ILS – Independent Living Services, United Way, etc.</p> <p>The goal of A Friendly Voice is to expand through Ontario and across Canada.</p>	
<p>5.0 PRESENTATION: “Emergencies – Are You Ready?”</p>	



ITEM	ACTION														
<p>Rob Heffernan, Emergency Services Program Supervisor</p> <ul style="list-style-type: none"> For more information and resources, the County’s online Emergency Resource Guide is located here: https://www.simcoe.ca/beprepared <p>COVID-19 Updates</p> <ul style="list-style-type: none"> A current COVID case rate was provided. Currently, there is a significant spread in our area. Provincial updates will be coming soon with more restrictive guidelines. More Rapid Antigen testing will be provided. Ontario Vaccination Progress: <div data-bbox="342 814 899 1157" data-label="Figure"> <p>Vaccination progress</p> <p>12+ years old <small>12+ years old includes Ontarians 12 or older in 2021.</small></p> <table border="1"> <tr> <td>Fully vaccinated®</td> <td>88%</td> </tr> <tr> <td>Partially vaccinated®</td> <td>3%</td> </tr> <tr> <td>Unvaccinated</td> <td>9%</td> </tr> </table> </div> <ul style="list-style-type: none"> SMDHU Vaccinations Rates: <ul style="list-style-type: none"> – Ages 5-11 – 31% have received 1st COVID-19 shot – 49,953 Third dose boosters administered (8.3% population) <table border="1" data-bbox="342 1423 1029 1570"> <thead> <tr> <th></th> <th>1st Dose</th> <th>2nd Dose</th> <th>% 3rd Dose</th> </tr> </thead> <tbody> <tr> <td>SMDHU – N.B. Total Population</td> <td>79.7%</td> <td>75.0%</td> <td>8.3%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Ontario Public Health Steps (December 10): <ul style="list-style-type: none"> – Delay in lifting of proof of vaccination requirements (was to end Jan. 17, 2022) – Dec. 6 2021 – enhanced access to rapid testing (34 million tests distributed) – Dec. 20, 2021 - youth aged 12-17 in sports must show vaccine certificate 	Fully vaccinated®	88%	Partially vaccinated®	3%	Unvaccinated	9%		1 st Dose	2 nd Dose	% 3 rd Dose	SMDHU – N.B. Total Population	79.7%	75.0%	8.3%	
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ITEM	ACTION
<ul style="list-style-type: none"> - Dec. 13, 2021 - all 50+ eligible to book 3rd dose booster - Jan. 4, 2022 – all 18+ eligible to book 3rd dose booster - Jan. 4, 2022 - Enhanced vaccine certificate (QR code) & Verify Ontario App required QR Code can be paper or electronic <ul style="list-style-type: none"> • Dr. Gardner will be releasing a Letter of Instruction with more capacity limits. Some areas are slowing down the Return to the Workplace. 	
<p>6.0 PRESENTATION: “Simcoe Village Redevelopment”</p> <p>Jane Sinclair, General Manager, Health & Emergency Services</p> <ul style="list-style-type: none"> • A comprehensive process was undergone over the last number of years looking at feasibility studies and the physical building that currently exists. Recommended a redevelopment due to the aging building. Market studies were done on the need for seniors housing, long-term care beds, etc. Looked at the significant proportion of seniors in the growth anticipated in the area and County Council has approved and we are moving forward with construction. • This will be a phased in plan to build all housing in the first phase and, if continued demand is required, there will be dedicated space on the property from space where the older building will be taken down. • Simcoe Village will be modelled after Georgian Village. • A number of new elements will be added including Life Lease, Affordable Housing, Market Rentals, Garden Homes and Cohousing. Developing the housing all at the same time will save significant money. All dollars raised for the operations will be reinvested back into the running of the operations and into reserves for future maintenance. • Simcoe Village Redevelopment Working Group has been established with County staff, Family & Residents, and five County Councillors. 	<p>Invite one or two Georgian Village residents to be on the Simcoe Village Redevelopment Working Group.</p>



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<p>The County will be supporting other needs such as those transitioning from hospital to their homes and students and providing onsite accommodation.</p> <p><u>Questions</u></p> <p><i>Will there be transportation provided in and out of the Village to the larger areas?</i></p> <p>The County will have a bus and van. In addition, transportation out of the area to larger areas are being worked on by the Transportation Department.</p> <p><i>Would you consider having one or two Georgian Village residents on the Simcoe Village Working Group?</i></p> <p>We will consider inviting a few of the Georgian Village residents to the Working Group.</p>	
<p>7.0 WHAT'S HAPPENING (local community initiatives) – Roundtable</p> <p>A roundtable discussion took place regarding local community initiatives. A summary of the discussions are below:</p> <p><u>Deputy Mayor Anita Dubeau, Council Representative</u> – Working on the Penetanguishene Age-Friendly Plan that was presented to the Community Wellness Committee and be presented at Council in January. Have done an official plan recently working on zoning incorporating some of the Wellness Plan issues.</p> <p><u>Christina Strong, Public Awareness Coordinator, Independent Living Services, Barrie</u> – ILS has been going through the Accreditation process. The long-term Navigator, Kristy Scully, has retired and now Accessibility Resources and Connections with Dan Leonard is now the Community Service Coordinator and Navigator and would like to invite to the Age-Friendly Meetings.</p> <p><u>Mayor Sandie Macdonald, Council Representative</u> – The Essa Library continues programs to run seniors programs such as Trivia night via Zoom on Saturday nights. We are looking forward to adding Age-Friendly to other groups such as Healthy Living and Accessibility. We continue to encourage all residents to look out for seniors in our area.</p>	<p>Invite Dan Leonard, ILS to the Age-Friendly Advisory Committee.</p>



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<p><u>Ron Coutts - Seniors' Representative</u> – Doing well and attending Church activities. Looking forward to the new Simcoe Village redevelopment.</p> <p><u>Judy Contin, Executive Director Askennonnia Senior Centre</u> – The Centre is due to close this Friday and closed for two weeks over the holidays. Very happy that Simcoe County supported the Grant application for continuation of a Navigational Worker in the community for the older adult population. Exercises classes and fitness programs are being well attended and looking forward to adding more programs after the new year. Update on North Simcoe Regional Age-Friendly Planning collaboration has been started with a new Steering Committee being created. A planning meeting will be made to make recommendations with the municipalities. If the Ontario Health Team takes this on, they will be the lead coordinating body.</p> <p><u>Carolyn Jones, Simcoe Muskoka District Health Unit</u> – Temporarily stepping in from the Health Unit and will provide contact information to forward Minutes.</p> <p><u>Michelle Pauzé, Director Seniors Services, County of Simcoe</u> – The County has just gone through a supplemental Accreditation Review to maintain our Exemplary Standing and will be going through full Accreditation in 2022. All residents and staff in Long-Term Care and Retirement and Supportive Housing have received their boosters.</p>	
<p>1. Closing Remarks / 2022 Schedule</p> <p>The Age-Friendly Advisory Committee Meetings will be scheduled every two months beginning February 1st, 2022.</p>	
<p>2. Next Meeting: February 1st, 2022</p>	
<p>3. Adjournment: 12:00</p>	

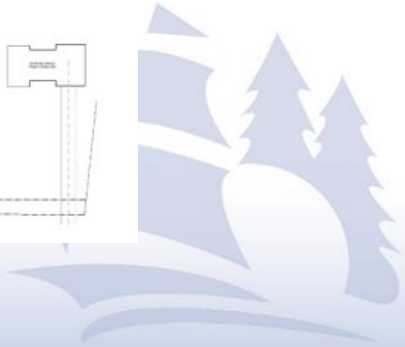


Simcoe Manor Redevelopment

Jane Sinclair
General Manager, Health and Emergency Services

simcoe.ca

Site Plan Overview



Presentation Overview



- Background
- Property
- Updated Business Case
- Capital – Financial Plan
- Pro Forma – Operational Plan
- Project Design
- Next Steps



Background



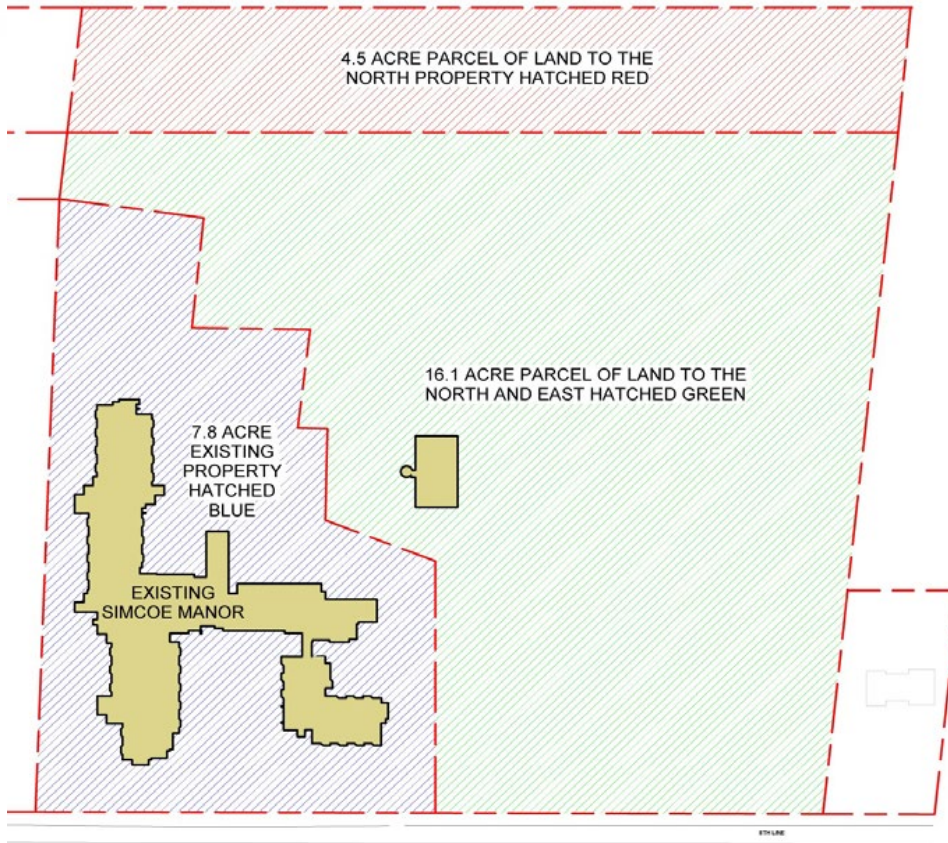
- **Structural Feasibility Study**
 - Original Building 1898 / 3 Renovations
 - Study Findings
 - Functional Limitations, Inefficient Systems and Structural Issues

- **Market Assessment**
 - 55+ Population - 74.2% Growth Rate (10 year period)
 - Wide Range of Income Levels / Housing Needs

- **Master Plan**
 - Two-Phase Development
 - Expanded Long-Term Care Home (160)
 - Rebuild Supportive Housing & ADP Space
 - Additional Range of Housing & Services



Property



The Land Acquisition consists of three parcels of land

- The existing 7.8 acre Simcoe Manor property
- 16.1 acres of land to the east of the existing property
- 4.5 acres of land to the north

The total site area is 28.4 acres



Updated Business Case



■ Master Plan

■ Phase I Construction – All Housing Components

- Rebuild (126 to 160) LTC + 32 Unit Supportive Housing + ADP

- New Housing Units

 - Life Lease, AFH, Rentals, Retirement, Town/Garden Homes, Co-Housing

■ Phase 2 – Future Growth Potential

■ Benefits

- \$4M Construction Savings

- \$481K ↓ Annual LTC Tax Levy

- \$1M ↑ Annual Transfers to Reserve

- Total 303 Housing Units (158 existing units)

- 57 New Jobs + \$8.4M Community Impact

Capital – Financial Plan



Housing Model	Cost Estimate	Eligible Funding	Funding Sources
LTC – 126 Existing Beds	\$ 58,717,778	\$ 21,592,305	Ministry of LTC
LTC – 34 New Beds	\$ 15,844,480	\$ 6,076,495	Ministry of LTC
		\$ 5,000,000	Homes Contingency Reserve
		\$ 1,491,245	Fundraising Campaign
		\$ 7,018,776	Development Charges
		\$ 10,388,589	Barrie/Orillia
Co-Housing	\$ 2,735,391	\$ 54,708	Fundraising
Retirement Living	\$ 27,905,386	\$ 25,114,848	Development Charges
		\$ 558,108	Fundraising
Life Lease Suites	\$ 27,905,386	\$ 13,952,693	Sale of 50%
		\$ 558,108	Fundraising
Affordable Housing	\$ 18,061,890	\$ 4,800,000	\$150k per unit
		\$ 5,936,716	Development Charges
		\$ 361,238	Fundraising
		\$ 4,848,201	Barrie/Orillia
Rental Townhomes	\$ 3,706,060	\$ 74,121	Fundraising
Life Lease Garden Homes	\$ 4,402,772	\$ 2,201,386	Sale of 50%
		\$ 88,055	Fundraising
Supportive Housing	\$ 18,061,890	\$ 361,238	Fundraising
TOTAL PROJECT COST	\$ 177,341,559	\$ 110,476,830	62.3%

Pro Forma – Operational Plan



Simcoe Village												
\$ '000												
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	Total
Operating Revenue												
Subsidies	6,782	6,657	6,750	6,845	7,953	8,063	8,175	8,288	8,403	8,520	8,639	85,075
Municipal Billings	515	560	584	609	490	518	552	588	630	665	702	6,413
User Fees	3,387	3,395	3,403	3,412	8,598	8,681	8,765	8,851	8,938	9,027	9,117	75,574
Miscellaneous	5	5	5	5	171	174	177	181	184	188	191	1,286
Transfer From Reserve	101	5	5	5	407	415	423	432	440	449	458	3,140
Total Revenue	10,790	10,622	10,747	10,876	17,619	17,851	18,092	18,340	18,595	18,849	19,107	171,488
Operating Expenses												
Salaries & Benefits	9,985	10,154	10,326	10,500	13,758	13,998	14,270	14,548	14,831	15,121	15,416	142,907
Administration	220	197	198	200	248	251	253	256	259	261	264	2,607
Facilities	701	623	633	646	1,684	1,711	1,739	1,776	1,835	1,860	1,891	15,099
Cost of Service Delivery	704	717	731	745	1,691	1,724	1,757	1,790	1,825	1,860	1,896	15,440
Transfer To Reserve	5	5	5	5	978	990	1,003	1,016	1,029	1,042	1,055	7,133
Total Expenses	11,615	11,696	11,893	12,096	18,359	18,674	19,022	19,386	19,779	20,144	20,522	183,186
Total Operating Balance	825	1,074	1,146	1,220	740	823	930	1,046	1,184	1,295	1,415	11,698

Project Design - Site Plan



- The site design reflect a Continuum of Care model from independent living to LTC
- Access to the site is from the 8th Line with a separate entrance point to the LTC and Village Square
- Green spaces have been taken advantage of for outdoor amenities, walking trails and feature ponds
- Parking areas have been designated for each building, visitors and staff
- Separation of buildings will maximize exposure to natural light and surrounding green space



Recommendations



- THAT Staff be authorized to proceed with the Simcoe Manor Redevelopment Master Plan, subject to the Ministry of Long-Term Care funding for new Long-Term Care beds; and
- THAT County Council appoint two (2) Council representatives to participate on a Redevelopment Project Working Group to support and guide the Simcoe Manor redevelopment for the duration of the Project



Next Steps



- High-Level Design Meetings (2020-2021) With User Groups
- Detailed Design Review - User Groups
- Simcoe Village Redevelopment Working Group
 - Oct 18, 2021
 - Family & Residents
 - Susan Calder, Simcoe Manor Family Council Chair
 - Marilyn Comptom, President, Resident Council Simcoe Manor
 - Diane McPherson, President, Resident Council Simcoe Village
 - 5 County Councillors
- Finalization of Long-Term Care Bed Approval
- Ground-Breaking
- Construction Schedule 2022-2024





QUESTIONS?





Emergencies Are **You** Ready?

simcoe.ca

Emergencies



Emergency responders must initially focus on assisting people who are in the greatest danger.

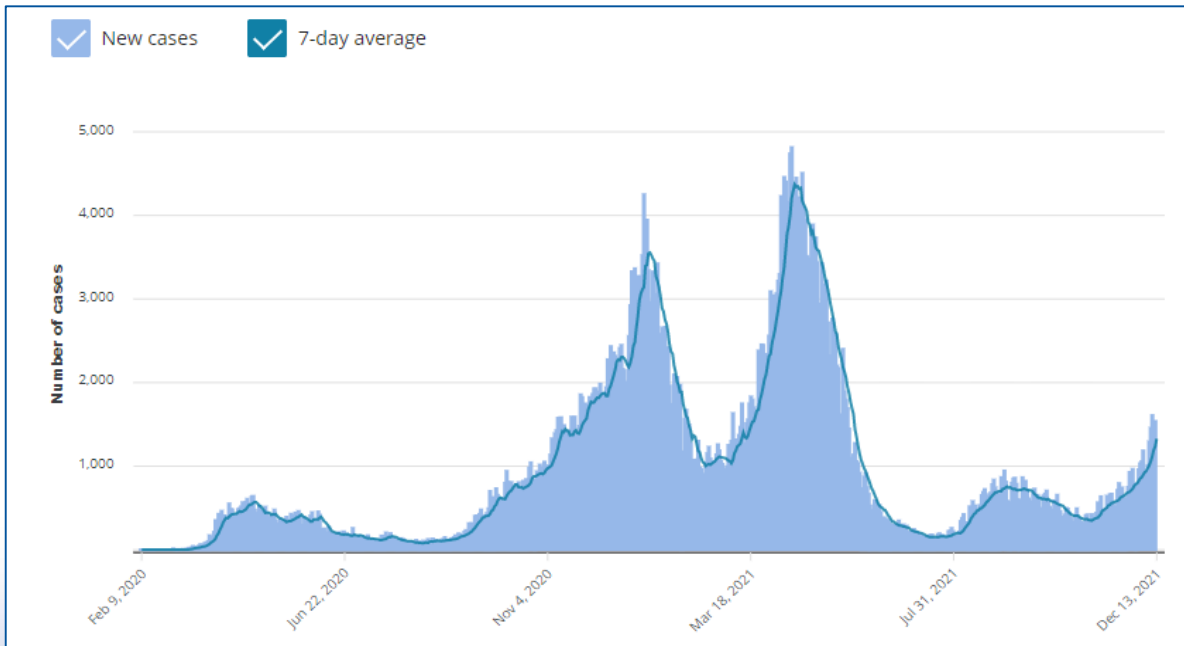
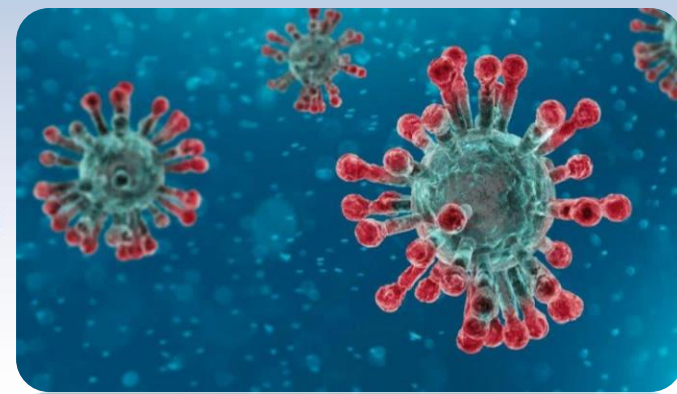


It's up to us to **be prepared.**



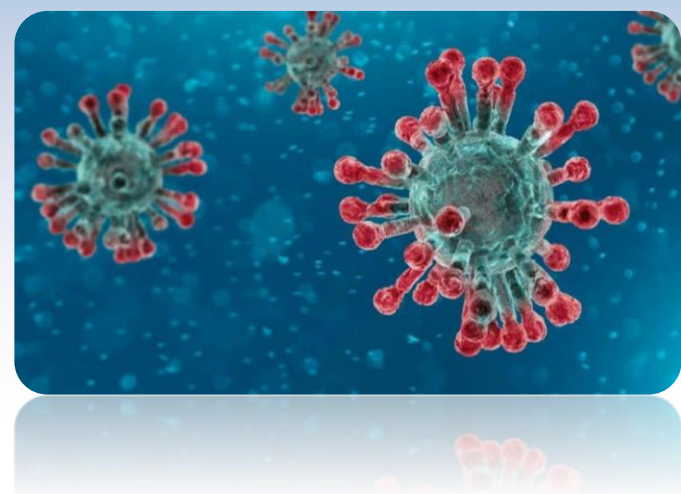
COVID-19 – Ontario Timeline

- Declared Emergencies:
257 Municipal & First Nation communities
- Ontario 7 Day Average: **1328** cases/day



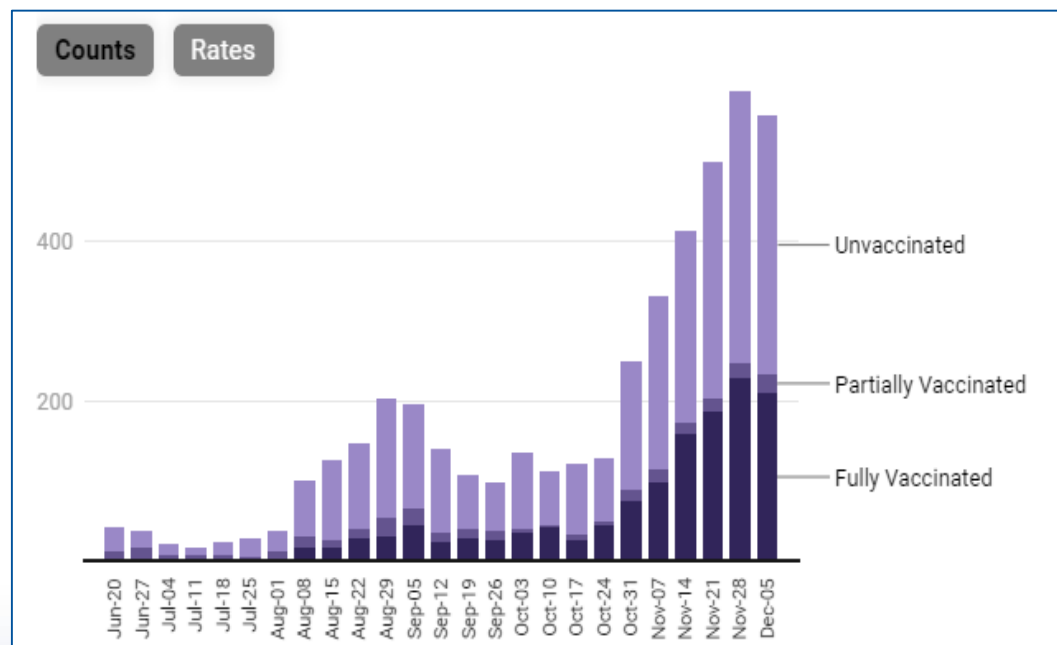
Date	New cases	7-day average
Dec. 13	1536	1328
Dec. 12	1476	1236
Dec. 11	1607	1194
Dec. 10	1453	1115
Dec. 9	1290	1055
Dec. 8	1009	1007
Dec. 7	928	975
Dec. 6	887	940
Dec. 5	1184	926
Dec. 4	1053	895
Oct. 31	422	362
Oct. 1	668	597

COVID-19 – Local Status

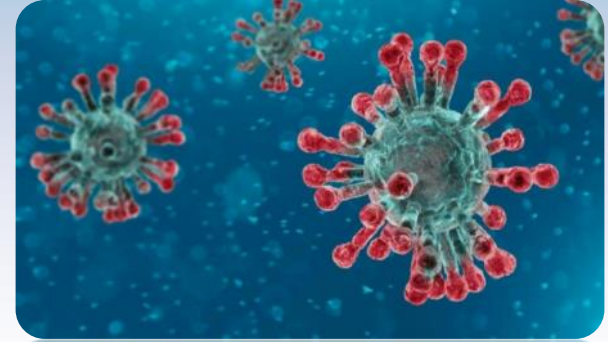


■ Simcoe Muskoka District Health Unit

Week	New Cases	% +/-
Dec. 5-Dec. 11	557	-5%
Nov. 28-Dec. 4	588	+18%
Nov. 21-27	500	+25%
Nov. 14-20	414	+25%
Nov. 7-13	332	+33%
Oct. 31-Nov. 6	249	+48%
Oct. 24-30	127	+4%
Oct. 17-23	122	N/A



COVID-19 Protecting Ourselves



- Follow public health guidelines
- Limit gatherings, physical distancing, masks, sanitize hands
- Get vaccinated!

An infographic with a teal background and dark blue circular icons. The icons contain white symbols: a person in a location pin, a shopping cart in a location pin, two people with a double-headed arrow between them, a face mask, a hand being washed with soap and water, a vaccine vial and syringe, and the text 'Stay Safe COVID-19'.

Limit social gatherings

Limit non-essential trips

Practice physical distancing

Wear a face covering

Wash your hands often

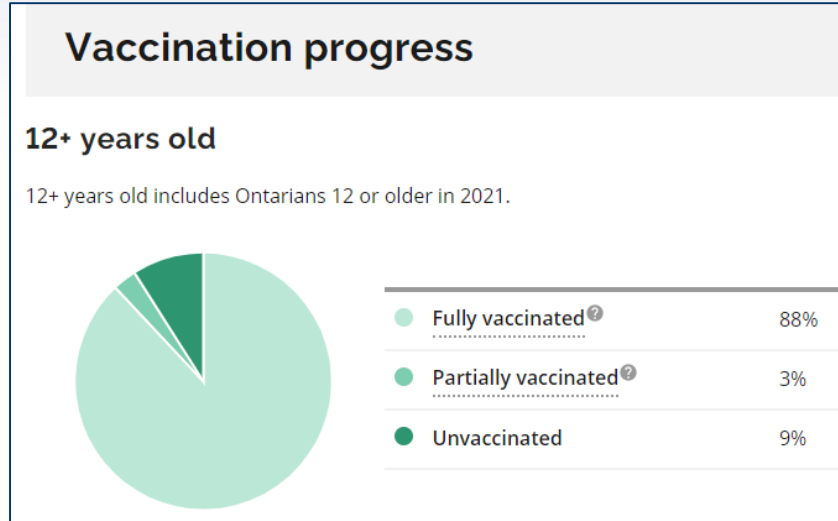
Stay Safe
COVID-19

Get Vaccinated

Vaccination Rates - SMDHU



■ Ontario Vaccination Progress



SMDHU Vaccinations Rates:

- Ages 5-11 – 31% have received 1st COVID-19 shot
- 49,953 Third dose boosters administered (8.3% population)

	1st Dose	2nd Dose	% 3rd Dose
SMDHU – N.B.Total Population	79.7%	75.0%	8.3%



Ontario, COVID-19 & Omicron



Ontario Public Health Steps (December 10)

- Delay in lifting of proof of vaccination requirements (was to end Jan. 17, 2022)
- Dec. 6 2021 – enhanced access to rapid testing (34 million tests distributed)
- Dec. 20, 2021 - youth aged 12-17 in sports must show vaccine certificate
- Dec. 13, 2021 - all 50+ eligible to book 3rd dose booster
- Jan. 4, 2022 – all 18+ eligible to book 3rd dose booster
- Jan. 4, 2022 - Enhanced vaccine certificate (QR code) & Verify Ontario App required
QR Code can be paper or electronic



Be Prepared



- Know the risks
- Make a plan
- Get a kit



I. Know the Risks



Step 2



Make a plan



Make a Plan

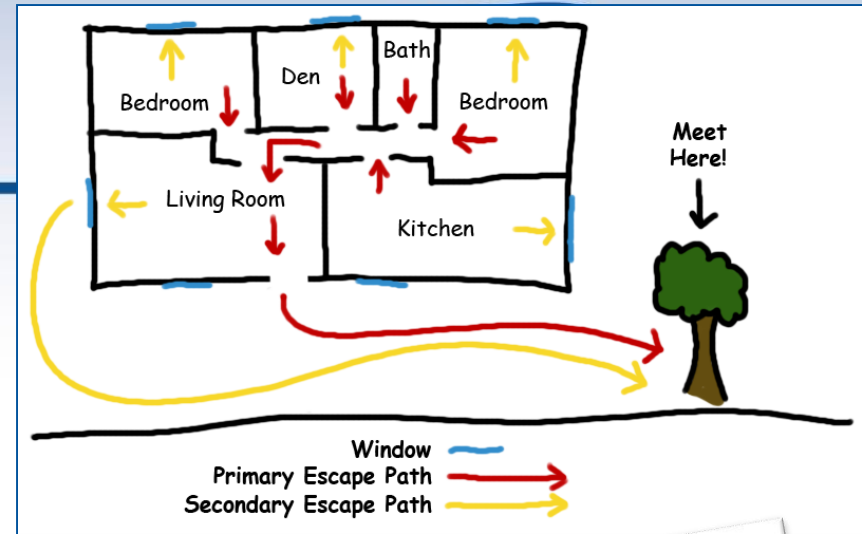
■ Home Escape Plan

Know 2 ways out.

■ Set a Safe Meeting Location

Where will you go if you have to leave home?

Where will you stay?



Make a Plan



- **Communication Plan**

Keep family, friends and important contacts up to date.

- **Out of Area Contact**

Identify an out-of-area contact to coordinate communications.

Landlines, text messaging, phone chargers



Make a Plan



■ Personal Support Network

Build a support network in advance: family, friends, neighbours, community agencies, HCC, etc.

■ Recovery Plan

*Copy important documents
Check insurance policies*



Step 3



Get a kit



Assemble supplies to be self-sufficient for up to 72 hours.



Get a Kit

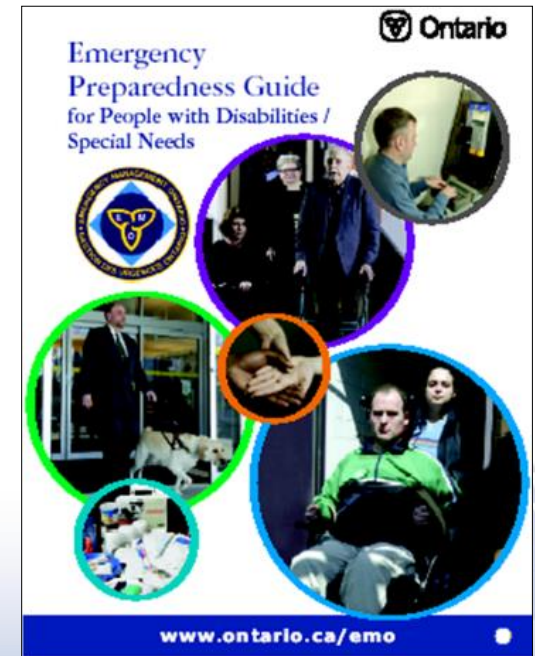


- ❑ cash (small denominations)
- ❑ medications (a one week supply)
- ❑ copies of prescriptions
- ❑ copy ID & important documents
- ❑ list of emergency contacts



Personal Needs Items

- ❑ spare glasses
- ❑ spare hearing aid batteries
- ❑ dentures/cleanser
- ❑ personal hygiene supplies
- ❑ other items as required



Car Emergency Kit



- ❑ snow brush, ice scraper & shovel
- ❑ booster cables
- ❑ survival candle in a can, matches/lighter
- ❑ flashlight
- ❑ gloves/mitts/toque
- ❑ blanket
- ❑ first aid kit
- ❑ water & food
- ❑ wiper fluid
- ❑ cell phone charger



gas tank: minimum ½ full

Questions?

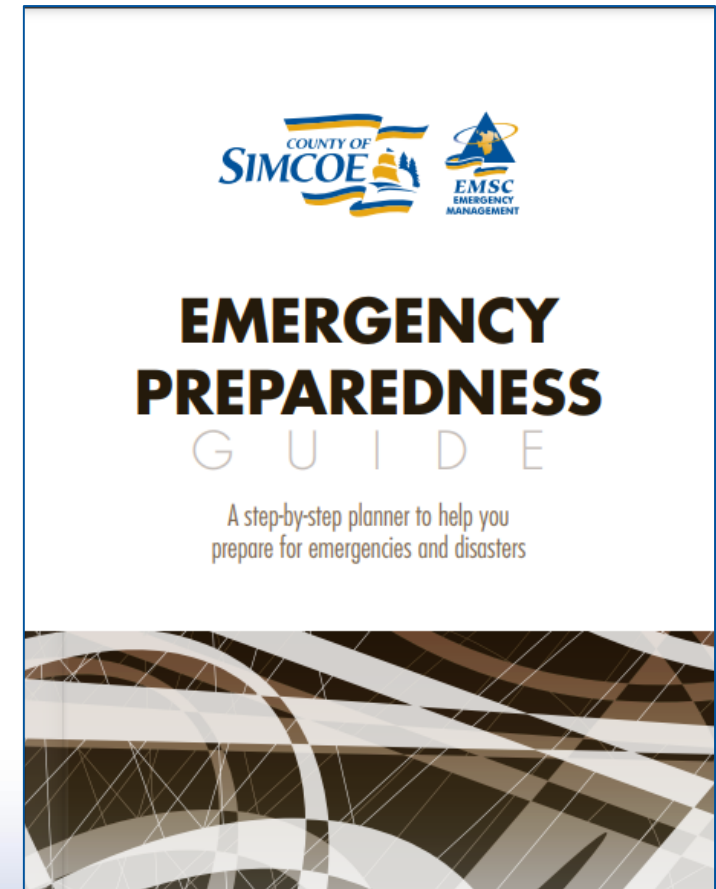
- Know the risks
- Make a plan
- Get a kit

Rob Heffernan

Training and Promotion Coordinator/A-CEMC
Emergency Management Simcoe County

rob.heffernan@simcoe.ca

simcoe.ca/beprepared





a friendly
voice

Just a phone call away

A white telephone handset is positioned on the left side of the image. The background is a solid yellow color with a repeating pattern of white telephone handset icons. The URL is centered in the middle of the image.

<https://bit.ly/AFriendlyVoiceStoryboard>

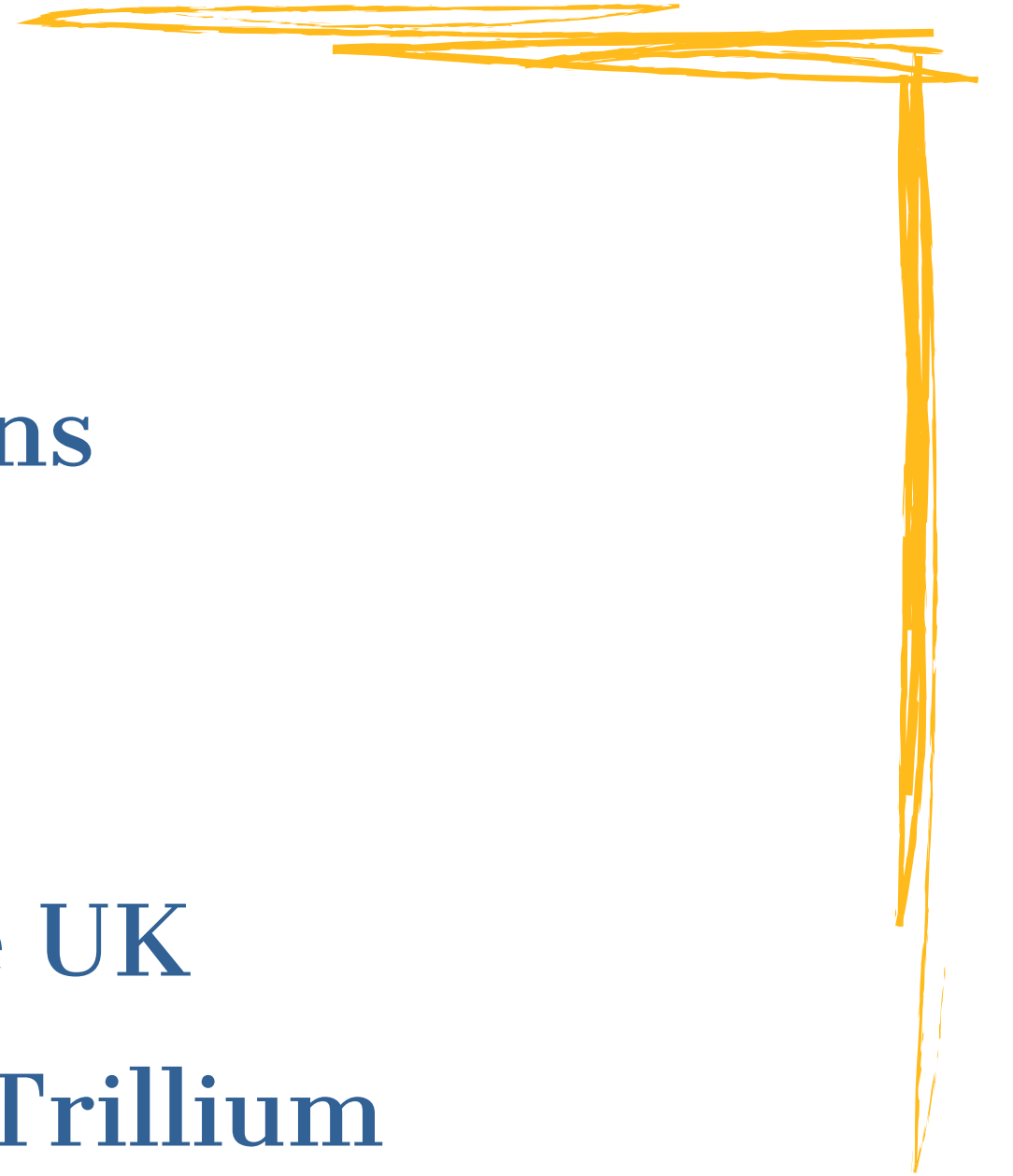
A blue telephone handset is shown on the left side of the image, with its coiled cord extending across the bottom. The background is a solid blue color.

What is A Friendly Voice?

A Friendly Voice is a bilingual, free, confidential "warm line" for older Ontarians, 55+ who just want to chat with a friendly person who cares, without expectations or judgement.

About the Program

- Visiting phone line for older persons
- Launched in December 2018
- Powered by trained volunteers
- Modelled on The Silver Line in the UK
- Originally funded by The Ontario Trillium Foundation
- Available 365 days of the year from 8am - 10pm

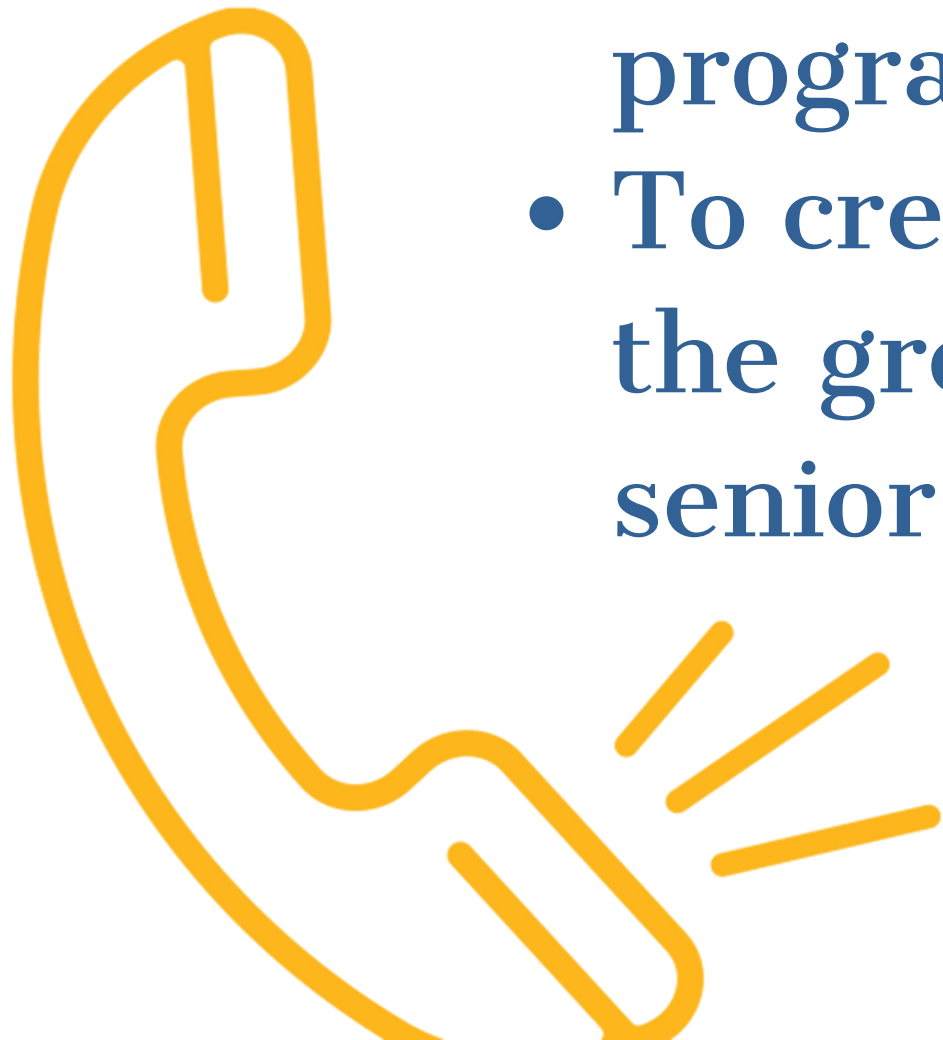


What is a telephone visiting line?

- A confidential phone line that older persons can access when they want to chat
- Our trained volunteers provide friendship and links to services in the caller's area
- The phone line is not a distress/crisis line, counselling line, nor a referral service

Why was A Friendly Voice Created?

- To provide an accessible means for older persons who are lonely and isolated to connect with a caring individual
- To assist older persons connect to resources and programs in their community
- To create a positive service that will help reduce the growing epidemic of isolation among the senior population in Ontario





How to reach A Friendly Voice?

Toll-free: 1-855-892-9992

OR

Ottawa area: 613-692-9992

Our Sponsors



**United Way
Centraide**

**East Ontario
Est de l'Ontario**



Bell
Let's Talk

New Horizons for Seniors Program



**Government
of Canada**

**Gouvernement
du Canada**



More Questions? Contact:
France Connor
A Friendly Voice Program Manager
Rural Ottawa South Support
Service
613-692-4697 ext 235



A blue telephone handset is shown on the left side of the image, with its coiled cord extending across the bottom. The background is a solid blue color. The word "Questions?" is written in a large, yellow, serif font in the center of the image.

Questions?