Age-Friendly Advisory Committee

M I N U T E S

MEETING DATE: September 25, 2024 **TIME:** 10:30 AM – 12:00 PM

LOCATION: Zoom Meeting

CHAIRS: Tracy Hill, Age-Friendly Champion, Supervisor, Program & Support Services, County of Simcoe

RECORDER: Catherine Ivanyshyn, Administrative Assistant II, County of Simcoe

ATTENDANCE:

Jacqueline Berchtold, Project Coordinator, Health & Emergency Services, County of Simcoe
Louise Cohen, Co-Chair Collaborative Training & Coaching, Age-Friendly Orillia
Judy Contin, Executive Director, Askennonia Senior Centre
Jackie Dusome, Director, Seniors Services, County of Simcoe
Sandra Easson-Bruno, Director North Simcoe Muskoka Specialized Geriatric Services
Marshall Green, Senior Counsel and Community Representative
Councillor Randy Greenlaw, Mayor Township of Oro-Medonte
Holly Hartshorne, Coordinator, Assistive Technology & Aging at Home, Independent Living Services Simcoe County
Gwen Kavanagh, Chair, Chapter 36 Canadian Association of Retired Persons (CARP) Barrie
Sarah Orr-Shaw, Public Health Nurse, Simcoe Muskoka District Health Unit
Meredith Patterson, Events Programmer, Service Simcoe, County of Simcoe
Blair Randolph, Volunteer & Event Coordinator, Askennonia Senior Centre
Mandy Scott, Community Support Liaison, Deaf Access Simcoe County
Christina Strong, Communications Coordinator, Independent Living Services, Simcoe County
Jenna Wickens, Mature Minds Coordinator, CFSSC

GUESTS:
Brenda Pufek, Acting Executive Director, CONTACT Community Services
Shane Little, Student Research Analyst, County of Simcoe

ITEM	Action Items Noted Event Dates Links
1. WELCOME AND INTRODUCTIONS All committee members were welcomed to the meeting. Shane Little was introduced as the Student Research Analyst assisting with the County of Simcoe, Age-Friendly Community Survey and Public Engagement program.	

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2. APPROVAL OF AGENDA and PREVIOUS MINUTES **2.1. Approval of Agenda** Today's Agenda was approved as presented by Judy Contin and seconded by Marshall Green. **2.2. Approval of Previous Minutes (February 28, 2024)** The previous Minutes from June 13th, 2024, were approved by Meredith Patterson and seconded by Mayor Randy Greenlaw.	
3. PRESENTATION: CONTACT Community Services Brenda Pufek, Acting Executive Director Click on the link for a YouTube video: CONTACT Community Services Annual Report 2023 (youtube.com) CONTACT Community Services has been in the South Simcoe region for approx. 46 years and assists individuals/families and older adults who are struggling. The organization operates the following: • A Housing team who works with those who are homeless or at risk of being homeless (individuals, families, seniors) and a House Resource Centre for South Simcoe. • An employment centre in Bradford specializing in connecting employers and potential employees. • A volunteer program and works with local community organizations looking for volunteers and have quite a few volunteer opportunities within the organization. The Clothes Line Store has operated in Alliston for approx. 40 years and Bradford for three (3) years and is run solely on community donations. Donations include clothing, accessories and household items. The Clothes Line stores sell the items at low prices to the community. The dollars made at these stores go back into CONTACT Community programming. These stores are run in a very inclusive and person-centered manner. For example, individuals in need who would not be able to afford to purchase items, would shop in the stores like everyone else in anonymity and no one would know who is paying for their items and who isn't.	**For more information:** Website: Contact Community Services Telephone: 905-778-9058 Email: brenda@contactcommunityservices.ca, contact@contactcommunityservices.ca Community Event - 2025 Grand Parade – September 20, 2025.

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CONTACT Community Services has run many types of programs. Throughout the pandemic for example, arts and crafts programs were run where items were delivered to individuals' homes directly with the actual programs running virtually. Seniors' programs have been very engaging with one of the most successful being the Ukelele classes. These programs give older adults the ability to meet in person and create wonderful connections with others. Various other programs include technology, fire safety, and health and safety. The next group of programs launched recently is the bird watching sessions as well as drumming classes. And, heading into canning season, canning classes will be run and culturally diverse cooking programs coming up with South Asian cooking classes. For December, a magician will be in to entertain and teach some tricks for everyone to take back to their families. Through The Community Hope Chest, CONTACT is able to run an annual community event called The Grand Parade that helps to support older adults in the community that are in need. This is run in Alliston and Bradford and took place September 21, 2024. Money goes to older adults for immediate needs such as transportation, prescription glasses, urgent appliances, etc. The 2025 Grand Parade is September 20th, 2025. In total, CONTACT Community Services has approximately 70 active volunteers. To get involved contact the Housing Department directly (website below) or call the phone number listed below. Areas of support include Essa Township, Adjala-Tosorontio, New Tecumseth and Bradford West-Gwillimbury. **For more information:** • Website: Contact Community Services • Telephone: 905-778-9058 • Email: brenda@contactcommunityservices.ca, contact@contactcommunityservices.ca	
4. AGE-FRIENDLY COMMUNITY ENGAGEMENT Shane Little, Student Research Analyst, County of Simcoe Jacqueline Berchtold, Project Coordinator, County of Simcoe	Members interested in: - being part of the focus groups,

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Shane shared a spreadsheet that itemized timelines for the Community Consultations piece that accompanies the Community Age-Friendly Survey. Will be conducting focus groups and ad hoc interviews with individuals and groups. In summary: • Official ending of contacting organizations October 9th • Planning of Focus Groups and Interviews October 9th – October 21st • Data Collection October 21st – November 15th • Final Reports November 15th – November 30th Members interested in being part of the **focus groups**, **hosting a focus group in/with your organization** or being part of an **interview**, please send an email to: agefriendly@simcoe.ca "**Community Focus Group**" in the subject line.	- hosting a focus group in/with your organization - or, being part of an interview send an email to: agefriendly@simcoe.ca "Community Focus Group" in the subject line.
5. AGE-FRIENDLY COUNTY INITIATIVES UPDATE Link: Age-Friendly Communities – Simcoe County **5.1. Municipal Grant Status** The County of Simcoe Municipal Grant was started in 2019 to assist municipalities with Age-Friendly initiatives. The program was relaunched at the end of 2023 and then launched again at the beginning of 2024. Following are initiatives successful in receiving the 2023 Municipal Grant funding: • Township of Essa – creating a guide for additional residential units (secondary suites) within their community • Town of Penetanguishene – expanding social adult participation offering more programming. • Township of Adjala-Tosorontio – doing a review of official planning for age-friendly initiatives and how to reach out to older adults to get them more involved. • Township of Tiny – Update of Township of Tiny's Local Aging Plan	Age-Friendly Communities – Simcoe County

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Following are initiatives successful in receiving the 2024 Municipal Grant funding: • Township of Essa – The Essa Public Library will be launching Grow Getters which is a community garden lifestyle program for seniors in Essa • Town of Penetanguishene – Will be launching an aquatics program designed for older adults.	
5.2. Age-Friendly Business & Individual Recognition Program This year, 12 individuals have been nominated for the Age-Friendly Individual Recognition and Achievement Awards Program. The County is working on marketing strategies to attract more businesses to the Age-Friendly Business Recognition Program. This includes a Business Recognition Program that will allow clients/customers to nominate a business for an award. Please visit the webpage to find the **Age-Friendly Business Recognition Application Form** (for businesses) and the **Age-Friendly Business Nomination Form** (for clients/customers). The Application and Nomination Forms are attached to these Minutes. Age-Friendly Businesses - Simcoe County An Awards Ceremony will take place in January 2025. More information will be coming soon.	Age-Friendly Business Recognition Program – Application Form and Customer Nomination Form: Age-Friendly Businesses - Simcoe County
5.3. Age-Friendly Seniors Housing Grant Program 149 Seniors Housing Applications were received this year, with 96 being approved. The majority of the applications included bathroom with tubs removed with showers installed, stairlifts, ramps, handrails, and a few Dementia modifications. This year, there have been a few applicants wanting to move their washers and dryers to a main floor due to steep steps going down to a lower level. In 2024, the County funded $591,727.50 to eligible applicants. This included the approved funding of $500,000 for 2024 and the remaining funds unused and returned to reserves from 2023.	

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Questions: ***Enquiring if the County would consider paying the contractors directly for those who are unable to pay upfront.*** The County will be reviewing our process within the next few weeks and will consider this option for 2025. ***Has the Age-Friendly Seniors Housing Grant funded a housing project that included a full housing suite for a senior?*** The County has not funded any large projects due to the volume of applicants this year. In these cases, the Committee would recommend the applicant to the County of Simcoe Secondary Suites Program (Affordable Housing Programs - Simcoe County). **5.4. Inclusivity Community Grant** Submitted the application for this Inclusivity Community Grant end of May 2024 for the 2024/2025 cycle. This grant was for the Simcoe Bench Seating Program, one of the initiatives from the County of Simcoe Positive Aging Strategy. We were unsuccessful; however, we received great feedback, and our application rated very high. The program received approx... 400 applications and they were only able to fund 15 projects. Overall, the Development Advisor recommends mentioned that the County had a strong application and to continue to apply as it is the right fit for this project. The County will continue to apply for these funding opportunities and other appropriate grant opportunities. **5.5. Seniors Community Grant - Age-Friendly Wellness Series** The County Age-Friendly Program submitted to the Senior Community Grant and was awarded approx. $14,600 to run Age-Friendly Wellness Sessions. Six (6) Wellness sessions are currently underway. Reached out to various Age-Friendly Advisory Committee partners to run two (2) at Georgian Village in Penetanguishene and at Simcoe Manor in Beeton. These wellness sessions include speakers with a lunch. Some sessions included, Falls prevention (Simcoe Muskoka District Health Unit), Ageism (Jenna Wickens), Nutrition, Exercise (VON), Fraud, Intergenerational Program with Karma and Seeds Projects at Georgian Village. Part of this grant also incorporates the engagement of older adults to volunteer with	

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these programs to assist in handing out food, intake of attendees, introducing speakers, etc.	
6. WHAT'S HAPPENING (local community initiatives) **ROUNDTABLE** **Louise Cohen,** Co-Chair Collaborative Training & Coaching, Age-Friendly Orillia Age-Friendly Orillia has been partnering with Lakehead University. Lakehead University will be doing a one-day Ageing Well Expo session on October 16th. They were hoping to get about 120 people for speaker sessions, exercises, lunch et. hey had an overwhelming response and had to cap attendees at 326 participants. Age-Friendly Orillia is partnering with them to assist with getting volunteers, outreach to the community and managing the day. Age-friendly Orillia will also be awarding three businesses in Orillia as Age-Friendly Recognition Businesses. Working with the City of Orillia on a walkability study that will begin January 2025 and will report more info on this study at the next meeting. **Christina Strong**, Communications Coordinator, Independent Living Services (ILS) Simcoe County ILS is conducting the annual General Meeting this week and launching the new strategic plan. The mission of ILS is to support older adults who are aging in their homes. ILS continues to hire PSWs with job recruiting campaigns, social media posts, etc. and hopes for expansion to increase and expand assistance in the South Simcoe area. A new Home Maintenance and Repair Program that was launched in the North Simcoe area has gathered their stats. Areas that were served through this program included: Wasaga Beach, Midland, Penetanguishene, Candlelight Village, Elmvale, Bramhall Park, Waubaushene, Tay Township, Victoria Harbour, Stayner, Clearview, Collingwood, Nottawa, Tiny, Port McNicol, Severn, Sebright, Coldwater. Projects included changing of lightbulbs, batteries in smoke detectors/carbon monoxide detectors, window washing, eavesdrop cleaning, garden edging, weed whipping, garden clean-up, leaf flowing, etc. Due to demand, there is a need for funding to continue	Gently Used Assistive Device Equipment | Quipit (goquipit.com)

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this program to help older adults around the house with these types of chores. **Holly Hartshorne,** Coordinator, Assistive Technology & Aging At Home, ILS Assist low-income seniors to access funding through the community for mobility devices and equipment (hospital beds, grab bars, assisted devices, wheelchairs) and home and vehicle modifications, ramps, etc. Mostly run by donations and reach out into the community for donations. Assist approx. 60 people per fiscal year. **Questions:** *Does ILS accept walkers if donated?* Do not have a place to store walkers and ensure they are workable for use. ILS does operate GO Quip IT website where people can post pictures to sell or offer. Website: Gently Used Assistive Device Equipment | Quipit (goquipit.com) Occasionally people will email pictures of assisted devices they have to donate, and Holly will forward these off to a network of Occupational Therapists who work with low-income seniors should they have a client in need. **Councillor Randy Greenlaw,** Mayor Township of Oro-Medonte Oro-Medonte is in the process of appointing a staff member to help execute Age-Friendly initiatives within the municipality. **Judy Contin**, Executive Director, Askennonia Seniors Centre **Blair Randolph**, Volunteer & Event Coordinator, Askennonia Senior Centre Judy Contin will be retiring. Blair Randolph will be replacing Judy at the Askennonia Centre. A Board Meeting was held last Tuesday, and the current number of members is 1,454. Will be holding a Seniors Health Expo coming up on October 15th with over 40 booths and handed out 300 free tickets for the luncheon. Non-Profit organizations are sharing tables this year due to overwhelming response. Other programs coming up include a Veteran's Lunch and annual Christmas Luncheon.	Askennonia Seniors Health Expo **October 15th**

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Gwen Kavanagh, Chair, Chapter 36 Canadian Association of Retired Persons (CARP) Barrie	
CARP took part in a Seniors Fair on September 7th, a wine tour on September 18th, and a Cineplex for members/non-members this past Saturday. On November 28th, we will be doing an entertainment tour (more information to follow). Continue to work on the Seniors Housing Alliance. Next Meeting is taking place the 3rd Wednesday of the month at 142 John Street, Shriners / Traditions Banquet Hall. All are welcome to attend.	CARP Barrie Meeting taking place at Shriners/Traditions Banquet Hall– **October 16**
Marshall Green, County of Simcoe, Senior Council and Older Adult Representative	
Continue to work with Gwen Kavanagh on a pilot project for seniors housing and discussions in process with the County both from a legal perspective and a funding perspective. Hoping for an announcement before Christmas.	
Jenna Wickens, CPCA (Certified Professional Consultant on Ageing), BRLS, MatureMinds Coordinator, Community Development, CFS Counselling & Wellbeing	
Following are current programs taking place at CFS: • GrandPals: Intergenerational Learning, Storytelling & Friendship GrandPals is older adults creating intentional intergenerational relationships with students by sharing their stores. Students capture these stories in a written and art project. GrandPals Programming will be running in Innisfil, Barrie and Midland this year. Programming includes doing a lunch and learn in Innisfil on October 9th. Partnering with Askennonia and providing training in Midland – October 28th. October 30th – training in Innisfil. October 31st and November 14th – Brunch and Learn in Barrie. • Slow Cooker Club: provides older adults with slow cookers and engage them on how to use them and provide social engagement – Wasaga Beach this fall, Orillia this winter and in Bradford in the spring 2025. • Generations Over Dinner in partnership with Big Brothers and Big Sisters and open access and there is no charge to use their	Contact Jenna Wickens at jwickens@cfssc.ca; Website: CFS Counselling + Wellbeing (cfssc.ca) Older Adult Volunteers: GrandPals: Intergenerational Learning, Storytelling & Friendship

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materials. This will take place on Collier Street (location is rent geared to income and low-income housing for adults). • Scrabble Club begins this week where older adult volunteers help newcomers to Canada learn English by playing Scrabble. Runs for six (6) weeks. Contact Jenna if interested (see below for info). • Friendship Bench: Currently run in Barrie with volunteers (older adults) with a sign that reads "if you want to talk, we want to listen". Outdoor in nice weather in Barrie. Inside in colder/rainy weather. This program is not a counselling or therapy session, but simply an opportunity for active living and social connection. • Ageism presentations continue and are scheduled by request. Contact Jenna at information below. For more information on any of these programs, contact Jenna Wickens at jwickens@cfssc.ca; website: CFS Counselling + Wellbeing (cfssc.ca) Telephone: (705) 726-2503 or 1-888- 726-2503 (toll free) **Sarah Orr-Shaw,** Public Health Nurse, Simcoe Muskoka District Health Unit (SMDHU)	
The Healthy Ageing Public Health Network were happy to have Jenna Wickens present at a recent meeting. Currently, working with Jenna Wickens in relation to the National Anti-Agism Network and have connected with the Canadian Collation Against Ageism. The SMDHU has started a literature review of Ageism in Canada. Public Health just released and issued the New Standards of Public Health, and this will result in a reorganization at the Health Unit. More information to come. **Meredith Patterson,** Events Programmer, Service Simcoe, County of Simcoe	
Simcoe County Museum just held the three-day Simcoe County Quilt Rug and Artisan Fair September 20 to 22nd. This saw approx..1,200 attendees over 3 days with over 60% of those attendees were older adults. This also incorporated 282 volunteers, the majority also being older adult volunteers. Seniors Social – October 2nd called "All About Birds" where older adults can attend and learn all about birds and mingle.	Website: Simcoe Museum Contact: meredith.patterson@simcoe.ca

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At the beginning of November, The Simcoe County Museum will be closed until end of March 2025, enabling an expansion to the Museum. During this time, will be doing some outreach by attending some community long-term care and retirement homes. Tracy will connect with Meredith on attending our Homes/Villages. **Mandy Scott,** Community Support Liaison, Deaf Access Simcoe County Took over from Catherine O'Conner who has retired. Basic Sign Language programs are coming. With all the programs mentioned today, we want to remind everyone to provide accessibility to those hard of hearing (i.e., microphones, interpreters, etc.). For more information or for assistance, contact Mandy Scott at mscott@deafaccess.ca	Deaf Access Simcoe County Mandy Scott email: mscott@deafaccess.ca
7. Closing Remarks **Jackie Dusome, Director Seniors Services, County of Simcoe** It is a pleasure to hear about all the great work being done across the County with and for older adults in our communities. We want to remind everyone about the Community Engagement Focus Groups. If interested, please email agefriendly@simcoe.ca with the subject "Community Focus Group".	**To join or host a Community Focus Group, email:** agefriendly@simcoe.ca with the subject "Community Focus Group"
8. Adjournment: 12:00 p.m.	
9. Next Meeting: December 4, 2024	

COUNTY OF SIMCOE

Age-Friendly Recognition Awards

BUSINESS RECOGNITION

CUSTOMER NOMINATION CHECKLIST

Building an Age-Friendly
Simcoe County

September 2024

The ***Age-Friendly Business Recognition Program*** acknowledges businesses that prioritize older adults' needs and promotes best practices in service.

By addressing the needs of individuals with varying abilities, businesses can create a positive impact on the community, ensuring that they remain relevant and accessible to all.

Customers/clients can complete an assessment checklist and nominate businesses in Simcoe County that are providing outstanding experiences for older adults.

Business Name: _____

Contact Name at Business: _____

Address: _____

Email of Business: _____

Please check all that apply:

Parking

- ☐ Available parking is well maintained and located nearby for easy access
- ☐ Parking area includes accessible parking spots
- ☐ Drop-off and pick-up areas are available, obstruction-free, clearly marked, and conveniently located

Physical Environment of Business

Doors and Entrance Ways

- ☐ There are automatic doors with easy-to-find buttons
- ☐ Doors stay open long enough to allow plenty of time to enter or exit
- ☐ Doors are wide enough for a wheelchair or walker
- ☐ Entranceway to business has an available ramp and unobstructed steps with handrail
- ☐ Puddles, snow, and ice are cleared from outside of the business

Seating

- ☐ There is seating available or a comfortable waiting area
- ☐ Chairs/benches have arms and are sturdy and stable

Flooring / External Grounds

- ☐ The floor of the business is unobstructed, smooth and even to avoid trips and easy use of an assisted device (wheelchair, walker or cane)
- ☐ Interior isles are wide and spacious
- ☐ Exterior grounds are level for walking / wheeled access and include clear, large print directional signage

Lighting (Indoor and Outdoor)

- ☐ The lighting is bright in main area, hallways and staircases
- ☐ There is outdoor lighting on entranceway when business is open in early morning or evening

Washrooms

- ☐ There are accessible washrooms (for example: wheelchair accessible)
- ☐ In washroom stalls, toilet paper dispensers are within easy reach
- ☐ In washroom stalls and general area, lighting is adequate and bright

General Access

- ☐ Elevators are available to access other floors
- ☐ Ramps are located in areas where required
- ☐ There is public transportation available to this business
- ☐ Information/brochures/directional signage are in larger print for easier readability

Customer Service

- ☐ Individuals are not being stereotyped based on age or other characteristics
- ☐ The business provides senior discounts or specials
- ☐ Customers are helped when bagging items or taking items to their vehicles/transportation
- ☐ Customers are helped when calling transportation services
- ☐ Staff are courteous, helpful and speak clearly
- ☐ Staff address common customer concerns and needs, such as mobility, visual/hearing or illness issues.
- ☐ A service desk, salesperson or reception area are clearly visible so people can ask for help
- ☐ Retail and grocery stores have adequate signage to find items
- ☐ Where applicable, background music is low in volume

Employee Support

- ☐ Business employs adults of all ages, including older adults
- ☐ Employees are accommodated to ensure accessibility needs are being met

In your opinion, what makes this business Age-Friendly for older adults?

_____

_____

_____

_____

Declaration

The business/organization of _____ has made a commitment to account for the needs and preferences of older customers, employees, or volunteers.

Individual Recommending the Business (please print):

Name: _____

Signature: _____ **Date:** _____

Phone: _____

Email: _____

Deadline for applications is November 15, 2024

Incomplete or late applications will not be accepted. Supporting documents and scanned in photos are welcome. Please fill in, sign and return your Business Recognition Nomination package to agefriendly@simcoe.ca or mail your nomination to:

County of Simcoe
Age-Friendly Business Recognition Program
1110 Highway 26, Midhurst Ontario, L9X 1N6

For more information, call 705-726-9300 ext. 3127