

2015-2020 Seniors Service Plan Framework



Direction #1: Communication and Awareness

Objective: Communication with seniors is timely, effective and appropriately delivered and received.

Outcomes:

- Increased awareness and knowledge among seniors and their families (e.g., under informed seniors, caregivers, diverse populations, frail, isolated, etc.) of programs and services available.
- Promotional materials for family focussed events encourage participation of seniors.
- Improved knowledge of health and wellness benefits.

Direction #2: Responsive and Relevant Services

Objective: Programs and services are developed based on best practices, direct consultation, and program evaluation to reflect changing needs and priorities.

Outcomes:

- The needs of underserved segments of the seniors population (e.g., men, hard-to-reach) are met through the offering of a wide range of program and service opportunities.
- Intergenerational understanding among program participants and the community is enhanced.
- Programs and services reflect the diversity of the seniors demographic group (e.g., function, age, ethnicity, etc.).
- A wide range of volunteer opportunities are provided to support seniors to be active, productive members of the community.

Direction #3: Respect, Inclusion and Sense of Belonging

Objective: There is a citywide focus and understanding of seniors' needs and wants. Seniors are celebrated and recognized as valued community members.

Outcomes:

- Seniors' needs are met by a range of culturally appropriate and relevant programming.
- Diverse seniors have a conduit to share their knowledge and skills within the community.
- City buildings have welcoming spaces to support unstructured gatherings.
- Improved access and reduction of barriers for frail and isolated seniors (e.g., transportation to community programs, Fee Subsidy program, etc.).
- Consistency in terminology, that is reflective of this segment of the population, is established.
- Seniors are positively portrayed in all City promotional material and communications.
- An informed community that respects the contributions and needs of seniors.

Direction #4: Coordinated Service Delivery

Objective: The City works with partners including Community Associations and community organizations to ensure services to seniors are coordinated citywide.

Outcomes:

- Improved collaboration, information sharing, and transparency among partners to bring a coordinated and collaborative response to service delivery.
- Service delivery is enhanced through standardized referral processes and defined parameters on service boundaries.

Direction #5: Targeted Training and Professional Development

Objective: City staff, volunteers, and community partners are aware of the most current, evidence-based information related to seniors programs and services.

Outcomes:

- Roles and responsibilities in the delivery of services for staff and community partners and staff are clear and defined.
- An informed, knowledgeable staff, volunteer, and community partner team to serve seniors.
- A coordinated seamless, consistent approach of service delivery at all civic facilities.
- Staff and community hold positive perceptions of seniors, reducing stereotypes and ageism.