



Niagara Aging Strategy and Action Plan (NASAP) Implementation Project, 2017 – 2019

Evaluation Summary October, 2019

Prepared by Niagara Connects
for the
Age-Friendly Niagara Network (AFNN)

Table of Contents



02	Introduction
03	Evaluation Summary Highlights
05	NASAP Implementation Evaluation Summary
08	Appendix 1 - Tracking NASAP Implementation Progress
14	Appendix 2 - Interviews with AFNN Leadership Council Members: Stories of Project Impact
22	Appendix 3 - Age-Friendly Niagara Network: Visualizing Connectivity – Spring, 2018
25	Appendix 4 - AFNN Leadership Council Evaluation of Backbone Support – Fall, 2018
30	Appendix 5 - May, 2018 AFNN Niagara-wide Forum held in Welland – Event Summary
31	Appendix 6 - June, 2018 Inaugural AFNN Niagara-wide Meeting of Local Municipal Seniors/ Age-Friendly Advisory Committee Leaders, held in Welland – Event Summary
32	Appendix 7 - February, 2018 AFNN Forum, held in Fonthill (Pelham) – Event Summary
36	Appendix 8 - May, 2019 AFNN Niagara-Wide Meeting of Local Municipal Seniors/Age-Friendly Committee Leaders in Niagara Falls
38	Appendix 9 - September, 2019 AFNN Niagara-Wide Meeting of Local Municipal Seniors/ Age-Friendly Advisory Committee Chairs/Co-Chairs in Thorold
40	Appendix 10 - October, 2019 AFNN Niagara-Wide Meeting of Local Municipal Seniors/ Age-Friendly Advisory Committee Leaders in Smithville (West Lincoln)
43	Appendix 11 - AFNN Focused Action Priorities, 2018 – 2019; & AFNN 2018 Impact
44	Appendix 12 - AFNN Leadership Council Members - September, 2019
45	Appendix 13 - AFNN Candidate Briefs – 2018 Municipal & 2019 Federal Elections
46	Appendix 14 - AFNN Direct Engagement of Individuals, 2017 - 2019

Introduction

This report summarizes evaluation results of the Age-Friendly Niagara Network (AFNN) project to begin implementing the Niagara Aging Strategy and Action Plan (NASAP, 2015). The project was completed from 2017 to 2019, with funding support from the Ontario Trillium Foundation.

The AFNN includes 450 people with an interest in strengthening Niagara as an Age-Friendly community. The network focuses on creating the conditions for everyone, regardless of age, ability, need or capacity, to be included in all aspects of community life. AFNN priority goals reflect the more than 100 suggested actions collectively identified by 500 people who engaged in building the NASAP.

The framework for this project was informed by the Collective Impact model. Collective Impact is first described by Kania & Kramer in the Winter, 2011 edition of the Stanford Social Innovation Review. Niagara Connects provided Backbone Support coordination services for the project. This allowed AFNN leaders to set the pace, build momentum, and keep people engaged and involved in growing the Age-Friendly movement in Niagara.

This report was prepared for the AFNN by Niagara Connects, in collaboration with Evaluation Specialist Rachel Gillmore and The Gestalt Collective.

Niagara Aging Strategy and Action Plan (2015) documents can be accessed online at:
www.niagaraknowledgeexchange.com/resources-publications/niagara-aging-strategy-and-action-plan/

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Niagara Aging Strategy and Action Plan Implementation Project, 2017 – 2019

Highlights

This two-page document summarizes both progress toward, and future opportunities for, implementing the Niagara Aging Strategy and Action Plan (NASAP). Final evaluation findings for the 2017-2019 NASAP Implementation Project are shared by the Age-Friendly Niagara Network (AFNN). The full project report, developed by evaluation specialists for the AFNN, is available at www.agefriendlyniagara.com.

The AFNN includes 450 people with an interest in creating the conditions for everyone, regardless of age, ability, need or capacity, to be included in all aspects of community life. AFNN priority goals reflect the 100+ actions identified by 500 people who engaged in building the NASAP.

Implementing the NASAP: Keys to Success

- Highly-engaged, knowledgeable older adult volunteers, using evidence to advocate for improved quality of life as people age.
- Three integrated Action Groups advancing the five NASAP Goals.
- Network mapping to identify likely new partners to help strengthen AFNN impact.
- Engagement of elected leaders in all 12 areas of Niagara, to encourage establishment of local municipal Seniors/Age-Friendly Advisory Committees (S/A-F AC's).
- A Niagara-wide Collaborative of local municipal S/A-F AC's, to share ideas, learn from each other's efforts, and collectively advocate on common issues of concern across our rural-urban mix community.
- Investment in skilled, neutral, locally-focused Backbone Support*, to allow AFNN leaders to set the pace, build momentum, and keep people engaged and involved.

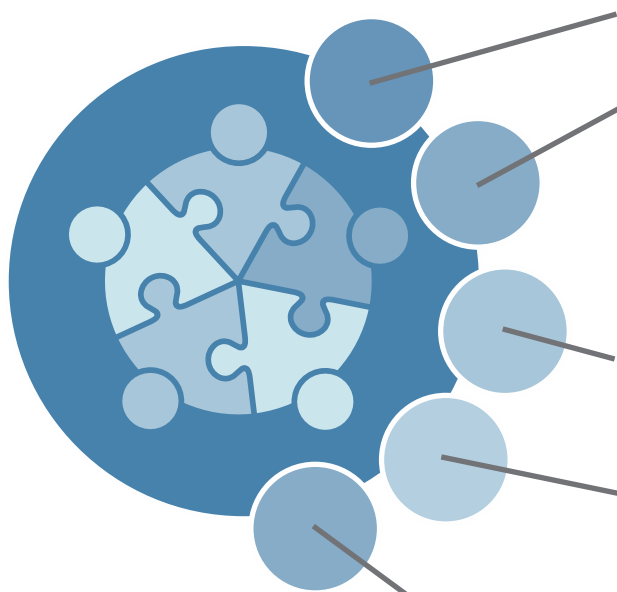
*Collective Impact, Kania & Kramer, Stanford Social Innovation Review, Winter, 2011

Suggested Action Steps to Advance the Age-Friendly Movement for Niagara

- Leverage AFNN membership in the newly-formed Ontario Association of Councils on Aging, to bring ideas, evidence and promising practices to Niagara, and to share successes.
- Evolve AFNN to act as a Council on Aging equivalent, with an intergenerational focus.
- Engage youth in AFNN planning and action.
- Strengthen the AFNN Niagara-wide Collaborative of local municipal Seniors/Age-Friendly advisory committees, through timely information-sharing and alignment to address topics of common concern.
- Advance AFNN advocacy on priority issues - health benefits of social inclusion; and access to: services (transportation, technology), a range of suitable housing options for people of all income levels, and opportunities to benefit from physical activity, recreation and learning activities.
- Expand AFNN's demonstrated success as a nimble framework for decision-makers to connect with what local older people are thinking; and for hosting Niagara-wide learning forums on timely topics.
- Continue to engage decision-makers in seeing the benefits of investing in the AFNN.

Working Together to Build a Caring Community as People Age

Working together to create an Age-Friendly community that “encourages active aging by optimizing opportunities for health, participation and security in order to enhance quality of life as people age” (WHO, Global Age-Friendly Cities: A Guide, 2007)



Age-Friendly Niagara Network (AFNN)

Includes 450 people with an interest in an age-friendly Niagara

Collaborative of Local Municipal Seniors/Age-Friendly Advisory Committees

A total of 112 volunteers who work at the local municipal level to advocate for the interests of older people and age-friendly principles in their communities. Representatives of these committees meet regularly as a Niagara-wide group, to share information and align planning and action

AFNN Leadership Council

Includes over 15 volunteers who oversee and plan network-level activities

Niagara Aging Strategy and Action Plan (NASAP) Implementation Action Groups

Three Action Groups include people working together to advance strategies based on the five NASAP goals:

1. Community Engagement and Communication
2. Recreation, Learning and Leisure
3. Improved Services, Systems and Infrastructure

World Health Organization (WHO)

Eight Dimensions of Age-Friendly Communities

The AFNN is committed to increasing awareness of the eight dimensions through Action Group priorities, partnerships and activities to share learning, knowledge and planning. We do this in order to create an age-friendly community for everyone.

- Outdoor Spaces and Buildings
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Civic Participation and Employment
- Communication and Information
- Community Health and Support Services



A Community for All Ages

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Prepared by Niagara Connects for the Age-Friendly Niagara Network
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NASAP Implementation Evaluation Summary

Age-Friendly Niagara Network (AFNN) Niagara Aging Strategy and Action Plan (NASAP) Implementation Project Evaluation Summary, October, 2019

This report summarizes evaluation of the Niagara Aging Strategy and Action Plan (NASAP) Implementation Project, May 2017 to September 2019. The project was funded by the Ontario Trillium Foundation. Supporting documentation can be found in the following appendices.

1. How is the Niagara-wide community different for older adults and their families, than it was two years ago, in terms of implementing Niagara Aging Strategy and Action Plan (NASAP) action steps?

# of new programs, policies or strategies	A total of 41 program updates were completed during the course of the project. As of September, 2019, the Councils of all 12 lower-tier municipalities in Niagara either had established or were in the process of establishing a Seniors/Age-Friendly/Wellness Advisory Committee. Members of these local municipal Advisory Committees met Niagara-wide a total of 4 times during the grant period. In 2019, they decided to model their work as a Collaborative, with their Chairs meeting 2x/year (early spring/early fall), to plan for 2x/year joint Niagara-wide meetings (late spring/late fall) open to all Members of their respective local Committees, to share information, best practice, and align planning, action and advocacy on issues of common concern.
Specific outcomes related to actions	AFNN Action Priorities include ongoing, aligned, Niagara-wide advocacy for optimal access to: a range of suitable housing options for older adults of all income levels; health and human services for vulnerable people (via transportation and technology); opportunities to increase physical literacy; and relevant information to support wellness and community belonging.
Stories	See Appendix 2, page 14, <i>Interviews with AFNN Leadership Council Members – Stories of Project Impact</i>

2. What evidence exists that there are more people, organizations, businesses, and networks engaged in implementing NASAP than there were in 2016?

# of people who attend events	At a May, 2018 AFNN Niagara-wide community forum in Welland, 59 participants collectively identified the biggest opportunity for sustaining age-friendly action in Niagara. At a June, 2018 Niagara-wide meeting of 41 local municipal Seniors/Age-Friendly Advisory committee leaders from 9 local municipalities, participants unanimously agreed to work together to increase impact. The second meeting of these local area leaders was held in May, 2019, with 39 participants from 10 municipalities identifying priorities for their collaborative work. Fall, 2019 meetings of the local municipal advisory leaders drew similar participation. Despite inclement weather, a February, 2019 AFNN Niagara-wide community forum drew 129 highly-engaged participants; they identified key partners to help sustain age-friendly work in Niagara. See Appendices 5 to 10, pages 30 to 42 for full project event summaries
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Tracking NASAP Implementation Progress

continued

# of people in network distribution list	As of September, 2019, the Age-Friendly Niagara Network distribution list included a total of 450 subscribers who had 'double opted-in' to receive the monthly AFNN Update E-newsletter and network event invitations. There were approximately 350 people on the AFNN distribution list when it was first established in September, 2017, and the number of database subscribers continues to grow.
# of people in the Action Groups	NASAP implementation is carried out through three Action Groups whose focus aligns with the NASAP's 5 goals: (1) Community Engagement and Communication (NASAP Goal 1); (2) Recreation, Learning and Leisure (NASAP Goal 2); (3) Improved Services, Systems and Infrastructure (NASAP Goals 3, 4 and 5). A total of 38 participants carry out the work of the Action Groups. The AFNN Leadership Council is comprised of 19 people, who oversee, coordinate and weave together the work of the three Action Groups.
# of people accessing AFNN content	An analysis of Age-Friendly Niagara Network distribution list communications sent over a 1-year period (August 2018 to July 2019) shows that the average open rate is 43% (compared to an industry benchmark of 22%) and the average click rate is 10% (compared to an industry benchmark of 8%).
Total # of people engaged	2077 unique individuals were engaged during the grant period. This conservative figure was calculated as follows: We tracked unique individuals present at various events during the project (1,637). We added to that a small number (440) of the unique individuals who we believe were engaged through the total of 70 print/ online AFNN-generated articles, written by knowledgeable local people with expertise on specific Age-Friendly topics, that were published by 5 local Niagara print/online media outlets, during the project. We estimated the 440 number by taking 1% of each outlet's published weekly circulation, multiplied by the number of articles published by that outlet; adding up the total for all outlets (14,674), and then taking 3% of that total.
3. What are critical success factors for and potential barriers to building a governance and funding model to sustain implementation of NASAP action steps?	
Identification of local enablers and challenges to sustainability	<u>Enablers:</u> (i) A growing network of highly-engaged, skilled, older adult volunteers who see the usefulness in working together to advance the age-friendly movement as a way to improve quality of life in our urban-rural mix region, where 'geography is a determinant of health'. (ii) Recognition that age-friendly action in Niagara is being led out in the community, in an apolitical, neutral space, in partnership with intentional investment in, and support from both regional and local municipal levels of government. (iii) Affiliation with the newly-formed Ontario Association of Councils on Aging and the Ontario Age-Friendly Communities Outreach initiative. <u>Challenges:</u> Securing Regional government investment in and support for the AFNN, during a period of provincial austerity, requires steady, strategic engagement in seeing the Return on Investment arising from taking collective, evidence-informed age-friendly action across Niagara. This is a double-edged sword; as the grant period winds down, the network is challenged to ensure it has skilled, neutral Backbone Support in place to allow leaders to set the pace, build momentum, and keep people engaged and involved.

Identification of potential governance and funding opportunities	<p>In September, 2019, the AFNN joined the newly-formed Ontario Association of Councils on Aging. The intent is for the AFNN to continue to take the lead in advancing the Niagara-wide age-friendly movement. AFNN will do this by evolving its structure to act as the equivalent to a Council on Aging, with a particular focus on intergenerational aspects of creating the conditions for healthy aging in our community. In this way, the AFNN will continue to raise the profile of Niagara as an Ontario and Canadian leader in taking age-friendly community action. In the latter part of the grant period, the AFNN focused on submitting grant applications and meeting with senior Niagara Region officials to make the business case for investment in sustaining the work of the AFNN to continue implementing the Niagara Aging Strategy and Action Plan.</p>
Stories	<p>See Appendix 2, page 14, <i>Interviews with AFNN Leadership Council Members – Stories of Project Impact</i></p>
4. Has Niagara Connects provided effective Backbone Support?	
Backbone support evaluation	<p>In Fall 2018, a survey was distributed to 19 members of the AFNN Leadership Council. 10 people completed the survey, which asked respondents to react to statements about the impact of Niagara Connects across 7 components of Backbone Support. Survey results generally showed a high degree of satisfaction with coordination support provided by Niagara Connects. Four themes emerged for future opportunities:</p> <ol style="list-style-type: none"> 1. Implementation – put greater emphasis on urgency for action 2. Broaden engagement – pursue education, outreach to targeted groups 3. Communication – regularly share AFNN information through media publicity, broad community outreach 4. Support AFNN long-term sustainability – explore strategic options for partnerships, sponsorship, governance <p>See Appendix 2, pg 19, <i>AFNN Leadership Council Evaluation of Backbone Support</i></p>

NASAP Action Group	NASAP Goal	Action	Outputs
Action Group 1 - Community Engagement and Communication			
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.1.1 Establish an advocacy strategy based on improved needs data and outcome monitoring	<p>~Living in Niagara-2017 Report highlights age-friendly work and the contributions of older people to our community</p> <p>~NKE regularly highlights age-friendly activity including events, resources, and blogs</p> <p>~Addition of representative from CARP Niagara Branch to the Leadership Council</p> <p>~Representatives from 8 municipalities gathered for a forum to share information and best practices on June 26, 2018. This group unanimously agreed to continue to meet on a semi-annual basis</p> <p>~After the fall 2018 municipal election, there were a total of 11 lower-tier municipalities who either established or were in the process of establishing a Senior/Age-Friendly Advisory Committee. AFNN leaders are working to engage the Town of Grimsby in this work as well. The collaborative continues to meet on a semi-annual basis.</p> <p>~Information about the work of the AFNN is being incorporated into the 2020 Living in Niagara Report</p> <p>~Engaged with 211 (e.g. sharing information at events, engagement with the Action Groups)</p> <p>~Engaged with Ontario Association of Councils on Aging</p> <p>~Engaged with library CEOs from all 12 public library systems in Niagara</p>
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.1.2 Give older people a voice and provide an opportunity to be heard Niagara-wide and in local municipalities	<p>~April 10th meeting with Niagara Region Commissioners</p> <p>~Creation and dissemination of 2-page candidate brief, sent to all candidates running in the fall 2018 municipal election</p> <p>~Sustainability discussions in relation to establishing a Council on Aging or equivalent are happening with Niagara Region senior staff in late 2019</p>
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.1.3: Provide self-advocacy/empowerment training and supports for older people	~Third Age Learning Niagara and Art of Ageing Forum
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.1.4: Continually communicate and celebrate advances and successes	<p>~Top 50 over 50 (Ageworks)</p> <p>~Monthly articles on topics related to older people published in the media and on AFNN website</p> <p>~Monthly AFNN newsletter</p>

Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.2.1: Expand opportunities for intergenerational programs and activities	~Preliminary steps have been taken to develop 3rd age leadership training framework ~Establishment of Cyber Seniors Niagara
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.2.2: Expand seniors networking across groups	~Niagara-wide Consortium formed, of more than 112 members of local municipal Seniors/Age-Friendly/Wellness Advisory Committees
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.2.3: Increase voter turnout of and engagement of older people at municipal, provincial and federal elections	~AFNN sent Candidates Brief to all candidates running in the 2018 municipal election and the 2019 federal election.
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.3.1: Provide input to educational curriculum and provide front-line training on issues related to older people	~Lifespan Research Centre at Brock University - creation of Senior Advisory Committee ~Senior Pride Network Niagara sensitivity training in Long-Term Care Homes ~ Niagara College first Canadian college to join Age-Friendly University Global Network ~ Brock launched new Master of Applied Gerontology professional degree
Community Engagement and Communication	Goal 1: Elevate the profile, level of leadership and engagement of seniors in the community	1.3.2: Engage businesses in the age-friendly movement	~Business of Ageing Niagara Network established ~Thorold Age-Friendly Committee development of Age-Friendly business guide ~Developers engaged in panel presentation for February 2019 forum ~Engagement of business owners through media articles

Action Group 2 - Recreation, Learning and Leisure

Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.1.1: Advocate for funding and spending decisions to consider how recreation, learning and leisure resources being invested in serve the needs of older people	~Hosted June 26, 2018 forum for local Senior and Age-Friendly Advisory Committees, also including Accessibility and Active Transportation Committees ~Currently working alongside some municipal recreation leaders and identified the opportunity to work with the Active Niagara Network (network of recreation and active transportation leaders being facilitated by the Centre for Sport Capacity and the Recreation and Leisure Studies Department at Brock University) at a point of readiness
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Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.1.2: Increase coordination between recreation programs	~Some SCAC/AFCs are working in partnership with the accessibility committees and active transportation committees within their municipality (e.g. Pelham)
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.1.3: Increase awareness and uptake of existing recreational opportunities	~Sport for Life physical literacy project in partnership with the City of St. Catharines (training for recreation staff)
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.2.1: Increase educational programming specific to older people's interests	See information about Cyber Seniors, Third Age Learning Niagara, connections with libraries
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.2.2: Engage older people directly in delivering educational events	See information about Cyber Seniors, Third Age Learning Niagara, connections with libraries
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.3.1: Inventory existing older people's technology applications in use in Niagara and provincially	~Obtained donation of computers from Niagara Region, for use at older adult centres
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.4.1: Target healthy eating program to older people	~AFNN involvement in the work of Niagara Food Forum, with the goal of strengthening food security.
Recreation, Learning and Leisure	Goal 2: Facilitate an active and positive lifestyle for all seniors	2.4.2: Inventory and identify gaps in health promotion initiatives relevant to older people's lifestyles	~Through monthly AFNN newsletters, best practices around this topic have been shared with people who work in recreation and health promotion

Action Group 3 - Improved Services, Systems and Infrastructure

Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.1.1: Increase prevention and health promotion initiatives related to mental health	~February 2019 forum focus on social inclusion ~Preliminary discussion has occurred with the Niagara Suicide Prevention Coalition about addressing suicide rates among older people in Niagara; this is at a point of readiness to advanced action planning
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.1.2: Increase front-line provider & leadership training and support	See above notes about connections with NSPC (and related connection with the work of the Niagara Mental Health and Addictions Charter)

Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.1.3: Support the development of a national dementia strategy	National Strategy released in 2019, shared through the NKE and AFNN newsletter
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.2.1: Increase supports to informal caregiver in the home (i.e. education, information, respite, financial)	~Establishment of Niagara Caregivers Network (c/o Centre de Sante Communautaire, Niagara Region Seniors Services, etc.)
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.2.2: Advocate for increased respite services (in home and away) and increased accessible seniors day programs appropriate to a range of ability levels	~Niagara Region Seniors Services is engaged with the AFNN Leadership Council and is providing regular updates
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.3.1: Educate older people, providers and the community on safety and security matters	~June 2019 fraud prevention information session hosted by West Lincoln Age-Friendly Advisory Committee was attended by over 100 people; follow up session planned for 2020
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.3.2: Increase crisis response capabilities	~Niagara EMS work with long-term care homes, to train staff to respond to falls and reduce calls to 911 ~Niagara EMS community paramedicine program
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.3.3: Address elder abuse issues, including fraud	See above information about June 2019 fraud prevention information session ~Work is underway to gain a better understanding the landscape related to various elder abuse prevention initiatives in Niagara
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.4.1: Improve the acute/community interface by establishing care paths across the continuum	~CSSN and other community-based partners are at the table at the Ontario Health Team planning table for Niagara
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.4.2: Advocate for efforts to attract specialized expertise to the region	To be considered for next grant cycle
Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.4.3: Increase integration and collaboration with pharmacists	To be considered for next grant cycle

Appendix 1

continued

Improved Services, Systems and Infrastructure	Goal 3: Optimize the health and wellness of seniors	3.5.1: Develop a palliative care strategy and support provincial initiatives in palliative care	To be considered for next grant cycle
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.1.1 Leverage and support existing groups and organizations that reach isolated older people	See information in Goal 1 re: engagement with and promotion of 211/INCommunities
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.2.1: Work with established groups to launch outreach/engagement strategies for Indigenous people, francophones, LGBT, newcomers, people with disabilities, ethnic and cultural groups, low income groups	~Engagement with Centre de Sante, Senior Pride Network Niagara, Niagara Poverty Reduction Network, Stronger Fort Erie Neighbourhoods group, Niagara Poverty Reduction Network, A Home for All Task Force (Niagara Region Housing and Homelessness Action Plan)
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.3.1: Raise awareness about financial literacy training opportunities	~Shared information through AFNN newsletter
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.4.1: Continually seek and formalize opportunities for service consolidation and collaboration through partnership agreements, resource sharing and articulation protocols	~Service providers share information through AFNN newsletters, NKE, forums, Leadership Council meetings
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.4.2: Increase cross referrals and client information sharing while respecting individual privacy	~HIFIS implementation (Niagara Region Housing and Homelessness Action Plan)
Improved Services, Systems and Infrastructure	Goal 4: Improve access and utilization of services and supports	4.4.3: Improve system navigation	~May 2018 Forum and all other AFNN events ~Awareness about 211 is consistently raised at every available opportunity through the AFNN

Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.1.1: Establish an approach to ensure each municipality has a transportation master plan that includes all modes of transportation	~Older adult perspective is being woven into the Transportation and Mobility Sector of the LIN 2020 report ~Collaborative of local municipal Seniors/Age-Friendly/Wellness Advisory Committees has identified Transportation (Access to Health and Human Services) as a priority issue of common concern
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.1.2: Advocate for efforts to maintain inter-municipal transportation	See above re: older adult perspective ~Collaborative of local municipal Seniors/Age-Friendly/Wellness Advisory Committees has identified Transportation (Access to Health and Human Services) as a priority issue of common concern
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.1.3: Advocate for increased affordable special and regular transit and financial relief where eligible	~Collaborative of local municipal Seniors/Age-Friendly/Wellness Advisory Committees has identified Transportation (Access to Health and Human Services) as a priority
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.1.4: Inventory and promote volunteer, shuttle and pooled driver options	~Collaborative of local municipal Seniors/Age-Friendly/Wellness Advisory Committees has identified Transportation (Access to Health and Human Services) as a priority issue of common concern
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.1.5: Inventory and promote driver supports such as refresher training, graduated licenses, parking and signage	~Shared information about driver's license renewal through AFNN newsletter
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.2.1: Advocate for affordable, accessible, and appropriate housing with necessary support	~Housing was the focus of February 2019 AFNN Forum ~Hosted 2 Housing and Homelessness Action Plan consultation sessions in partnership with Niagara Region Community Services
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.3.1: Advocate for facilities with a continuum of supports	To be considered in next grant cycle
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.3.2: Advocate for the establishment of senior campuses with long-term care, specialized units, affordable housing, assisted living and community outreach programs	~Funding was received for additional LTC beds in Niagara
Improved Services, Systems and Infrastructure	Goal 5: Improve and maintain a supportive infrastructure	5.4.1: Advocate for appropriate municipal bylaws, policies and funding re: signage, lighting, bike and scooter paths, walking, benches, etc.	~Engagement with Niagara Active Transportation Network ~Engaged with lower-tier municipal Senior/Age-Friendly Advisory Committees, who are regularly coming together to share best practices in advocacy

Appendix 2

Interviews with AFNN Leadership Council Members – Stories of Project Impact

Advancing Implementation of the Niagara Aging Strategy and Action Plan

2017 – 2019 Project Impact Report: Summary of Interviews with AFNN

(Age-Friendly Niagara Network) Leadership Council Members

Prepared for the AFNN & Niagara Connects

by Rachel Gillmore, Evaluation Consultant

Age Friendly is a community for all ages, and is well explained by the Network. When you do something for an older adult, it does something for the whole community (better street signs, sidewalks, benches, etc.). The Network has pushed this [concept] and the community is realizing that...Four years ago people didn't know what 'Age Friendly' meant. Now people increasingly understand the principles or know what it is/can say something about it." – AFNN Leadership Council Member

The Age-Friendly Niagara Network (AFNN) Leadership Council includes 19 members. In August and September, 2019, a total of 9 telephone interviews with Leadership Council members were conducted, and 1 email submission was received from 1 member. The telephone interviews varied from 15-35 minutes in length, and provided meaningful reflections on the work of the Age Friendly Niagara Network (AFNN) over the past 2 years, to begin implementing the Niagara Aging Strategy and Action Plan (NASAP).

Several significant themes emerged from the interview data. These themes reflect significant change, as articulated by engaged AFNN leaders. Themes are grouped as follows: Working Together; Partnerships; Community Engagement; Growth in Recreation & Learning Opportunities; Backbone Support & Sustainability. Interview participants also flagged specific challenges experienced over the granting period, and possibilities for future growth. See below for more information regarding each of these 5 key themes.

Briefly, it is worth separately discussing the importance of coordinated collaboration. Most importantly and consistently, every interviewee identified that the cross-municipal/regional involvement in age-friendly work in Niagara, as it stood at the end of this grant period, was the greatest achievement of the network to date. This is explained more fully below. It is important to identify that interviewees cited the Niagara-wide collaboration and synergy, which was achieved over the last two years among age-friendly leaders in Niagara's 12 local municipalities, as a cornerstone in creating a foundation for future AFNN successes. This collaboration, along with the development of best practices, recreation and learning activities, and the creation of a common age-friendly-focused voice, can be leveraged as the AFNN pursues secure, sustained funding support to broaden and deepen the network's impact.

Working Together

With the NASAP as a unifying framework, the AFNN has provided stewardship to help age-friendly leaders in Niagara's 12 local municipalities to work together and focus/coordinate their community action. Every AFNN Leadership Council participant interviewed highlighted this aspect, and stressed the importance of the Niagara-wide municipal interconnectedness as a significant change and movement forward for AFNN, during the course of this project. As one participant said, "When you have organizations like AFNN working with municipalities and working towards a common goal, you see movement."

All interview participants expressed the value of the NASAP as a way of encouraging the 12 municipalities of Niagara to work toward a common goal, which is essential in moving forward. As explained by one participant, "In regional meetings, where each city [local municipality] was represented, there have been valuable exchanges of activities underway and new ideas that build on the momentum of the steps outlined in NASAP". Echoing this, almost every interviewee discussed the value of sharing knowledge and information in establishing best practices for age-friendly work across the region. Another participant explained, "Region-wide, you see new solidarity that didn't exist before with respect to older adults and how needs change – a greater awareness of that. You see many sectors represented (public, non-profit, community, a bit of private sector), and people around the table are getting involved".

Interview participants consistently explained that, along with various organizations and agencies, local municipal age-friendly leaders have also worked to share knowledge, and provide each other with information about age-friendly best practices. One participant highlighted that the success of the age-friendly work in Niagara has been noticed by the province, and AFNN has been invited to provincial age-friendly tables. This participant explained, "One of the best outcomes of this grant has been the establishment of a regional focus of age-friendly, as well as provincial involvement (we have been invited to those tables). We are able to see how we fit into the province as well as regionally".

Interestingly, when discussing these collaborative successes, most of the participants used similar words and phrases to describe the work. Use of this common language seems to reflect a clear mission, direction, and buy-in from members of the AFNN Leadership Council – another, quieter, success of the work over the past two years, in terms of strategic direction and alignment. One participant succinctly explained, "Infrastructure is in place that didn't exist before, or is much stronger that it has been. We have more [network] members and clearer direction".

Partnerships

In the process of beginning to implement the NASAP, ongoing partnerships have been developed with key stakeholders. These partnerships have helped to raise the profile of age-friendly work across the region, and to actualize AFNN priorities. While some of these partnerships are part of the better-developed coordination among local municipal aging-related councils that is cited above, interview participants consistently discussed ongoing partnerships with various Niagara service providers and organizations. Of these partnerships, the development of relationships with Brock University and especially Niagara College were highlighted as key successes for the AFNN.

Regarding Brock University, one participant stressed the importance of their work in emphasizing lifespan development in Niagara. This participant explained that the partnerships which AFNN has formed have allowed for the development of further connections to help bolster age-friendly practices in Niagara. Specifically, this participant explained that development of the Masters of Gerontology program at Brock was connected to a specific local municipal age-friendly advisory committee that was struggling to help facilitate placements for students, to support that municipality's age-friendly work.

More broadly, several participants highlighted Niagara College as a champion of AFNN and NASAP, especially in their work of becoming the first college in Canada to be designated as a member of the Age-Friendly University (AFU) Global Network. The College has become an advocate for age-friendly practices in the region, and has worked to develop learning opportunities for the community. One participant explained, "It has been integral having Brock and Niagara College onboard. They have done innovative things that have broadened impact, and play a huge role [in AFNN] moving forward".

Interview participants also recognized connections being made in the healthcare sector, citing the example of AFNN liaising with community health centers (especially project partner, Quest Community Health Centre in St. Catharines) to promote age-friendly principles. "[AFNN] helped to facilitate connection between Quest CHC and Senior Pride Niagara [an organization geared towards LGBTQ+ older adults in Niagara], said one participant. "[This partnership] demonstrates the goal of empowering other people to partner and create action". This highlights AFNN's role in facilitating community connections and engaging in related work underway in the region.

There was a general sense of positivity regarding partnerships AFNN made during this grant period. However, a variety of opportunities were identified for closer attention, including:

- Employment sector – especially in reference to addressing ageism in the workplace;
- Older adults that are not living independently;
- Private sector;
- Marginalized populations, such as LGBTQ+, low-income older adults, older adults experiencing homelessness;
- Recreational programmers;
- Planners addressing the steady in-migration of older adults to the Niagara region.

Community Engagement

Collaboration was cited by every interview participant as the foundation for the future work of AFNN. This foundation has the ability to lead to ongoing and improved community engagement, as one participant explained, “[Local municipal] Senior/Age-Friendly Advisory Committees and Councils [across the region] are using the NASAP as a roadmap to where we are going”. Similarly, another interviewee said, “Infrastructure is in place that didn’t exist before, or is much stronger than it has been – we have more [network] members and a clearer direction.”

AFNN community engagement activity, through forums, workshops, and other learning opportunities, is explained more fully below. These events demonstrate key avenues for AFNN to engage the community. The increased profile of the various local municipal seniors/age friendly advisory committees was flagged by several interview participants as key to the success of this initial phase of implementing the NASAP, and in promoting wellness for older adults in Niagara. One interviewee explained,

“Committees don’t deliver services, but there is better awareness and information-sharing...regarding what is available across Niagara, and how different [local municipal advisory] committees are involved across Niagara...[AFNN works by] promoting services but also volunteer opportunities, which helps protect against social isolation for older adults, ... also..[encouraging]... young people to come out and volunteer, which promotes intergenerational connection.”

Similarly, other participants pointed to the ‘amplifying’ effect AFNN has had on the community by bringing together different groups and raising the profile of age-friendly initiatives throughout the region.

Another aspect of community engagement was highlighted in interviewees’ diverse descriptions of different community members, initiatives, organizations, etc. reaching out to AFNN for consultation regarding age-friendly principles. This was identified as a “cross pollination” by one interviewee, and an example of age-friendly work taking root, and AFNN being viewed as a subject matter expert. As one participant explained,

“Regarding achievements, in terms of awareness, we have been able to engage 200-300 new people to what age-friendly is about, through presentations to municipal councils, community forums and more. One example: our [February, 2019] community forum with McMaster [University]’s Canadian Longitudinal Study presentation had a strongly positive evaluation, and linking us to McMaster Optimal Aging Portal [has had] lots of spin off in raising awareness.”

Growth in Recreation & Learning Opportunities

Significant work has been done to strengthen recreation geared towards older adults, or to an intergenerational audience, and learning opportunities about age-friendly practices throughout the region. Every participant described the many ways that the NASAP has helped guide the work of AFNN, including: the development of workshops, forums and other learning events; increased community awareness of programming available; political engagement with the work of age friendly; and advocating for and pushing age-friendly policies to Municipal and Regional Councils.

All participants discussed the extended outreach of the AFNN that has occurred over the last two years, and that AFNN has stepped into more of a leadership role within the region. All participants highlighted the value of different community work, such as the large learning forums, community presentations, and media campaigns (e.g. AFNN-generated newspaper column series), as integral in pushing the message of age-friendly and helping the community to better understand World Health Organization Age-Friendly practices.

While AFNN doesn't provide programming, many participants explained that community members often connect with their local municipal councils and/or AFNN to help, as an advocate, with aging-related issues. This, in turn, has helped to ensure older adults have access to the services they require. One participant explained AFNN's increased profile as a success in promoting wellness, "Encouraging health and wellness through liaising with what is available [in the community] – [this is] all possible through the increased profile of local municipal age-friendly committees and the AFNN." As well, several participants discussed their individual municipality's work to provide programming for older adults and some of the specific success that have occurred. One participant explained,

"[The City of] St. Catharines was involved with Sport for Life. AFNN was a partner in this as well. The city has been awarded a provincial grant, geared to extended physical literacy with older adult service providers – train-the-trainer style teaching of raising physical literacy with the older adults they care for to make physical fitness part of their lifestyle, [with the goal of] helping reduce falls through improved balance, etc."

Not every participant was able to identify recreation and leisure as the primary success of this grant. Several participants identified that they either were not part of the recreation-focused action group and thus did not have enough knowledge of the work being done, or that more work could be done now that important foundations had been laid by AFNN (i.e. municipal engagement with NASAP). However, one participant did respond with great positivity and explained, "We have made major progress in the last two years in this area. This has been a high priority for municipalities to provide good recreational, fitness and wellness opportunities for the older population."

Regarding systems changes specifically, most participants acknowledge that systems and infrastructure change is complex and lengthy. Similar to what was previously noted, the interviewees believed the work of AFNN is evolving, and important foundations have been laid over the past two years. The increased engagement of key community stakeholders and all municipalities in Niagara was flagged as helping to create a unified voice for future advocacy regarding key region-wide issues, such as housing, transportation, and health care. An excellent example of this exact principal was highlighted by one respondent regarding housing. This interviewee explained, “With housing, we see more awareness-raising than action. AFNN partnered with Niagara Region [as part of their 5-year Housing and Homelessness Action Plan Review], regarding older adults’ experience of homelessness. We had 2 focus groups – originally planned for 1, but it was so well received we planned another – and Niagara Region used AFNN as their source of older adults, and then AFNN helped facilitate consultation with other older adults.” This small example helps to underscore the increased profile, collaboration, and information-sharing that has occurred for AFNN during this beginning phase of implementing the NASAP.

Backbone Support & Sustainability

Backbone Support is a term originally coined by Kania & Kramer in their Collective Impact article in the Winter, 2011 edition of the Stanford Social Innovation Review. Collective Impact is a widely-recognized, validated model for large-scale social change based on broad cross-sector coordination. According to Kania & Kramer, all successful Collective Impact initiatives share five conditions:

1. Common Agenda
2. Shared Measurement System
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organization

An effective Backbone Support Organization possesses a diverse set of skills that focus on maintaining alignment across the partners involved in a Collective Impact initiative. The Backbone Support provider plays a complex, behind-the-scenes coordinating and linking role that helps to build trusted partnerships and facilitate knowledge-sharing among diverse community partners.

The work of this project, to begin implementing the 2015 Niagara Aging Strategy and Action Plan (NASAP), has taken a Collective Impact approach.

All participants expressed agreement and recognition that Niagara Connects has provided effective Backbone Support to the project, allowing for the work of the AFNN to advance more quickly and with ease. Along similar lines, the participants also expressed significant concern over future sustainability of the network without consistent funding in place.

Appendix 2

continued

Regarding the work of Niagara Connects as a Backbone Support, participants expressed that Niagara Connects has acted as a neutral force and has been the significant contributor to connecting the AFNN to the broader community, including the 12 local municipalities. As explained by one participant,

“Niagara Connects has done a lot for connectivity of the AFNN to the community. People respond to Niagara Connects. They are a big reason the work has moved forward. Niagara Connects has been able to help facilitate community engagement and leadership – as shown through successful large public forums.”

Several participants discussed the importance of using a neutral, apolitical planning body such as Niagara Connects as administrative and Backbone Support to steward development of the network. Niagara Connects’ arms-length function lead to it being recognized by many participants as an important connecting body. One participant explained, “Niagara Connects has been very helpful in making available a lot more information about seniors/events/forums/meetings/publications – something that has really advanced the profile of AFNN in the community”. Another interviewee more specifically recognized Niagara Connects’ work in strengthening AFNN’s online presence as a key achievement.

“The fact that there is an AFNN website that identifies communication channels, what exists, and how to link to various networks is helpful, including the work that has been done to date. People can look at it from a regional or community level, which makes the work more relevant to more people. Local advisory councils can begin their own work and begin advocacy so that AFNN can begin to do the region-wide work.”

As part of recognizing the Backbone Support that Niagara Connects has provided for the AFNN during this initial phase of implementing the NASAP, most participants flagged ongoing sustainability as both a need and a challenge. In doing so, participants expressed that more funding is needed to keep the work moving forward, especially at its current pace. As one participant said, “Work will continue, but at a much slower pace without ongoing funding. I am worried we will lose momentum of the work we are doing. Pace is quickening right now, especially with our higher-level goals, accomplishments and progress, but it can’t continue without supportive funding” Several interviewees discussed the need for Regional dollars to be invested in the work of AFNN, one suggesting that “If we can’t get full political support from local [municipal] and regional councils, our age-friendly efforts are going to be less successful. I think this needs to be the focus of our ongoing work.”

Other interview participants also spoke to funding, suggesting the following:

“We need funding, at least until [age-friendly advisory committees in local] municipalities are up and running, and are self-sustaining and have a structured meeting schedule/way of functioning. I can’t see us being particularly effective if we can’t get stable funding. We need this to hire staff and work toward the current overarching challenges that are coming [such as an increased older adult population in Niagara]”.

“AFNN is a phenomenal [group]/committee, fulfilling a great need – not just in increasing awareness of issues for older adults and helping older adults stay active and engaged, but also decreasing social isolation. I think that work will only continue if we can keep the sustainability of the network and with continued funding.”

“More funding [is needed] to help coordinate and keep things moving. Niagara Connects has been terrific since the Region pulled back on coordinating age-friendly. Niagara Connects has expertise and willingness to provide background support that has been needed to ensure volunteers are engaged and don’t get burnt out”.

These worries, articulated by AFNN Leadership Council members, all suggest that, now that the leg work and foundation-laying to establish AFNN and begin implementing NASAP goals has occurred, age-friendly progress is poised to occur at a faster rate, *so long as* sustained investment is made in paid Backbone Support for the network. Many interviewees suggested that the most appropriate investor in strengthening age-friendly work in Niagara is the Regional government. Niagara Region has undergone a significant change in Regional governance during this grant period. One interviewee suggested that “[The] political climate has been complicated. So, to come through that and have a sustainability plan and buy-in process [from municipal partners] is a big success.”

Appendix 3

Age-Friendly Niagara Network: Visualizing Connectivity - Spring 2018

In the Spring of 2018, Niagara Connects engaged a core group of Age-Friendly planning leaders to build Network Maps to illustrate connectivity among people and organizations involved with Age-Friendly work in Niagara and beyond. Twenty-five (25) people completed an online survey to help build the maps.

The Spring 2018 Age-Friendly Niagara Network Maps illustrate:

136 people who are involved with the Age-Friendly Niagara Network or were identified as Age-Friendly planning connections by the 25 survey respondents.

84 organizations, committees or groups that those 136 people are associated with in their Age-Friendly work.

2 individuals whose connections are the core of the map.

7 emerging leaders have a notably high degree of connectedness.

What is a Network Map?

A network map represents people or organizations that form networks (intentional or unintentional). Network mapping is a systematic way of identifying people and organizations on the periphery of the network who could be invited to the table. The maps also help to identify new and emerging leaders who can contribute to network sustainability.

We are using Network Maps to describe the Age-Friendly landscape in Niagara, to:

- Gauge the breadth and depth of work being done in Age-Friendly planning in Niagara.
- Show possible conduits for communications and flow of data and information.
- Collapse the amount of time required to identify a critical mass of stakeholders/participants that could be engaged in strengthening the work at hand.

What to look for on a Network Map:

- A dense map, with far-extended edges means that the group depicted is able to mobilize relatively effectively and efficiently, enabling consensus-building and coordinated action.
- The more intense and the bigger the “nodes” on the map, the more the people or organizations represented by those nodes bridge to others and influence the rest of the network.
- External links outside the network are a healthy sign – they indicate that new ideas and information are coming in to the network.

AFNN Spring, 2018 Network Maps: Analysis and Suggested Action Steps:

1. The network maps illustrate that, as of early 2018, the connectivity of the Age-Friendly Niagara Network is largely dependent upon three core individuals. It is notable that the network has been built up by a small group of volunteers. The engagement of emerging leaders to expand this core group will be an important step in creating network sustainability. Continuing to facilitate in-person networking and information-sharing events will strengthen the overall level of connectivity (density) of the network.
2. Organizations that emerge strongly in the map include post-secondary institutions, libraries, local municipal advisory committees, and private sector businesses. Targeted engagement of these organizations will contribute to network sustainability.
3. Three-quarters (74%) of individuals identified as age-friendly connections are within Niagara. This signals that there is a strong local base, with external connections also being made. External connections help to bring new ideas and perspectives into Niagara.
4. The majority of survey respondents identified as volunteers, managers and senior staff (combined 68%) and most work within non-profit/community organizations (56%). An opportunity exists to diversify network membership and explore new ideas provided by those with different perspectives, by engaging business owners, students, educators, and frontline workers.
5. Sixty per cent (60%) of respondents identified that they live in either St. Catharines or Welland. Efforts already underway to broaden and deepen advancement of age-friendly planning principles throughout the Niagara region could be strengthened by intentionally seeking targeted opportunities for engagement. Significant opportunities exist to enrich the network by including diverse perspectives of people, organizations, municipalities and businesses located in parts of Niagara where momentum of the age-friendly movement is beginning to emerge.

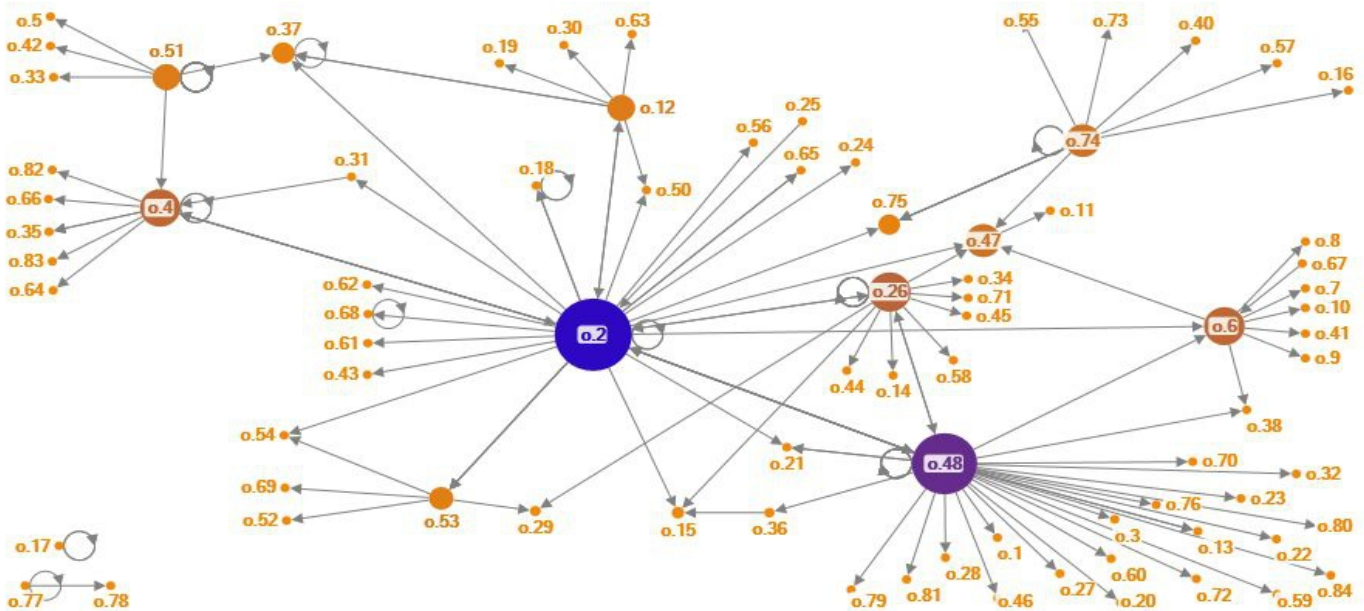
Reference: Niagara Connects Network Mapping Tool methodology adapted from Valdis Krebs & June Holley, *Building Smart Communities through Network Weaving*, 2002

Contact:

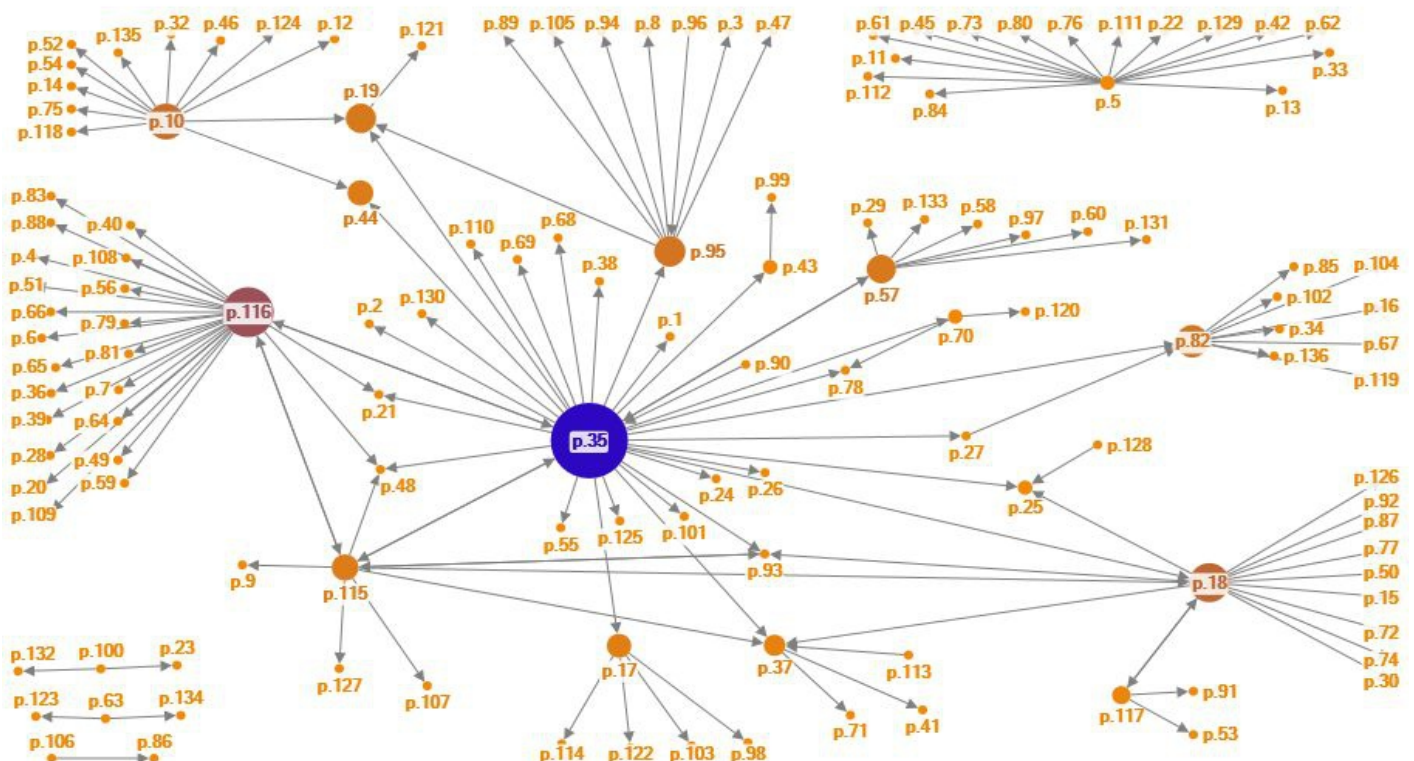
Mary Wiley, Executive Director, Niagara Connects ed@niagaraconnects.ca

AFNN Spring, 2018 Network Maps:

Age-Friendly Niagara Network (AFNN) - Map of Organizations



Age-Friendly Niagara Network (AFNN) - Map of People



Appendix 4

Fall 2018 Survey of AFNN Leadership Council to Evaluate Backbone Support

In Fall 2018, a survey to evaluate the Backbone Support provided by Niagara Connects for the AFNN was sent to 19 members of the Leadership Council. 10 people completed the survey, for a response rate of 52%.

Questions from the survey were guided by a Collective Impact Evaluation Framework. Respondents were asked to rate the degree to which they agreed/disagreed with a statement along a 5-point scale, then provided open-ended answers citing examples and areas for improvement.

Findings: Reflection on Current State

The following is a summary of respondents' reactions to statements about the impact of Niagara Connects across 7 components of Backbone Support.

Note: One respondent selected strongly disagree for all statements; however, provided very positive comments in each open-ended text response. For this reason, we have made a reasonable assumption that the respondent intended to select agree/strongly agree. The data that follows has been adjusted with this assumption in mind.

Acronyms:

- Niagara Connects = NC
- Leadership Council = LC

Findings: Establish Backbone Support

Findings: Establish Backbone Support (N=10)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
The LC includes a diverse set of voices and perspectives from multiple relevant sectors	-	-	100%
NC staff effectively navigate complex relationships	-	30%	70%
NC staff demonstrate commitment to the vision of the AFNN	-	-	100%
NC staff act in both neutral and inclusive ways	-	-	90%
NC staff are respected by partners and external stakeholders	10%	-	90%

Findings: Guide Vision and Strategy (N=10)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
NC effectively engages LC members in issues of strategic importance	-	10%	90%
NC and LC build a common understanding of challenges that need to be addressed	-	-	100%
LC makes clear and timely decisions on matters of strategic importance	-	10%	90%
NC and LC serve as thought leaders/standard bearers for the age-friendly work in Niagara	-	-	100%
NC builds and maintains hope and motivation to achieve the AFNN goals	10%	-	90%
NC celebrates and disseminates achievements of AFNN partners internally and externally		10%	90%
Partners look to NC and LC for age-friendly support, strategic guidance, and leadership	-	-	100%
Example: <i>“Niagara Connects is a voice at several planning tables where the AFNN principles and strategies are identified for broader planning considerations – a great voice at the table”</i>			

Findings: Support Aligned Activities (N=10)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
NC provides support to AFNN, including monitoring progress toward goals and connecting partners to discuss opportunities, challenges, gaps, add overlaps	-	-	100%
NC convenes partners and key stakeholders to ensure alignment of AFNN activities and exploration of new opportunities	-	10%	90%
NC creates pathways for AFNN and recruits new partners so they become involved	-	20%	80%
NC seeks out opportunities to align AFNN with other efforts	-	20%	80%
Example: <i>“Connection with AFC/Seniors committees at the local municipal level, all candidates in the 2018 municipal election and housing initiatives in Niagara”</i>			

Findings: Support Data Sharing (N=9)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
LC regularly reviews data on progress toward AFNN goals and uses it to inform strategic decision making by AFNN	-	22%	78%
NC aggregates data across AFNN and shares progress reports, lessons, and trends with partners and relevant groups	-	33%	67%
NC visibly and vocally communicates the importance of data sharing for AFNN	-	33%	67%
Example: <i>“Keeping Living in Niagara in the foreground of our discussions on AFC issues, dissemination of data through an excellent AFNN newsletter”</i>			

Findings: Build Public Will (N=9)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
A perceived sense of urgency and a call to action for advancing the work of AFNN exists among age-friendly targeted audiences	-	22%	78%
Community members in Niagara are engaged in AFNN activities	-	11%	89%
A variety of communication methods are used to increase awareness and garner support for the work of the AFNN	-	11%	89%
Example: <i>“AFNN newsletter, use of NKE, compilation of the AFNN message in a municipal election candidates’ brief and its effective distribution”</i>			

Findings: Advance Policy (N=9)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
NC has worked with AFNN and its partners to develop an age-friendly advocacy agenda in Niagara	-	-	100%
NC equips AFNN partners to effectively advocate for an age-friendly agenda (e.g. providing talking points, identifying windows of opportunity)	-	-	100%
NC reaches out to policymakers and helps AFNN to build relationships	-	11%	89%
Example: <i>“Recent release of the municipal election messaging brief, and attendance of various region meetings and council”</i>			

Findings: Mobilize Resources (N=9)			
	Disagree or strongly disagree	Neither agree nor disagree	Agree or strongly agree
New resources, such as funding, people acting as champions and partnerships, have been mobilized to support and sustain AFNN	-	33%	67%
Example: <i>“Organizing the May 2018 community forum and achieving consensus on the need to move to a sustainable AFC entity and the subsequent June 2018 meeting of local AFC/Seniors committees and the consensus reached on future collaboration”</i>			

Findings: Future Opportunities

Throughout the survey, respondents were asked to suggest ways in which Niagara Connects could strengthen their role as Backbone Support.

Four key themes emerged:

1. Implementation

“Process is important but put greater emphasis on urgency for implementation of actions”

2. Broaden Engagement

Pursue education, speaking engagements, outreach to:

- Older adults (seniors’ clubs/organizations)
- City councils, elected officials
- Communities still working on becoming age-friendly, communities less engaged
- NGOs
- Service clubs
- Chambers of commerce

3. Communication

Regularly share information with network members and community via:

- Media publicity
- Creating more communication tools, like the Candidates’ Brief

4. Sustainability

Support long-term sustainability by exploring:

- Potential long-term partners
- Corporate sponsors
- Council on Aging or equivalent
- Increasing the reach of AFNN message to strategically selected future partners

Appendix 5

May 2018 AFNN Niagara-wide Forum held in Welland - Event Summary

On May 1, 2018, 49 people from across Niagara gathered at the Centre de santé communautaire for an Age-Friendly Niagara Network Forum.

Sarah Webster, Knowledge Broker with both the Ontario Age-Friendly Community Planning Outreach Initiative and Niagara Connects, provided highlights of a 2017 survey to identify what is working in regard to sustaining Age-Friendly action in communities across the province. Event participants identified that the three most important factors for sustaining Age-Friendly action in Niagara are: (1) funding; (2) regional/local leadership, governance and infrastructure; (3) strategic alignment.

A panel discussion featured three examples of intergenerational Niagara-focused research with older adults, including presentations from Dr. Kimberley Gammage (Brock-Niagara Centre for Health & Well-Being), Carolyn Triemstra (Niagara College), Dr. Lynn McCleary and Stephanie Blais (Brock University), and Daniel Keays (Foyer Richelieu). The intergenerational component of these research initiatives was identified as one of the biggest opportunities for Age-Friendly sustainability in Niagara, as it is viewed as key to broadening the scope of our work together to be truly “age-friendly”.

Participants also expressed a strong interest in continuing to engage, collaborate, communicate, and strategically align with diverse organizations and groups.

Following is a summary of discussion, based on information gathered from 44 event participants.

Considering all the information presented today, what one thing stands out for you as being the biggest opportunity for sustaining Age-Friendly action in Niagara?

1. Explore opportunities for intergenerational projects, initiatives, and programming to broaden the scope of our work and be truly “age-friendly”
2. Continue to engage, collaborate, communicate, and strategically align with diverse organizations and groups

What, if any, barrier(s) do you see to sustaining Age-Friendly action in Niagara?

1. Sustainable funding
2. Lack of political will

Consider the 9 broad sustainability factors for Age-Friendly work in Ontario. Which are the top 3 factors that stand out as being critical to sustaining Age-Friendly action in Niagara?

1. Funding
2. Regional/local leadership, governance and infrastructure
3. Strategic alignment

Appendix 6

June 2018 Inaugural AFNN Niagara-wide Meeting of Local Seniors/Age-Friendly Advisory Committee Leaders held in Welland - Event Summary

On June 26, 2018, forty-one (41) people from 9 municipalities who are leaders from local municipal Age-Friendly and Senior Advisory Committees gathered at the Welland Community Wellness Complex for a collaborative forum.

Purpose of forum:

- Bring together leaders from local Municipal Seniors and Age-Friendly Advisory Committees across Niagara
- Share ideas and learn together about what others are doing to improve opportunities for better quality of life for people, as they age, in our region

Following is a summary of discussion, based on information gathered from 16 respondents.

Considering all of the information presented today, **what one thing** stands out for you as being the biggest opportunity for local municipal Seniors Advisory and Age-Friendly Committees to work together across Niagara?

1. Create a mechanism and/or formal processes for information-sharing
2. Work collaboratively on issues of common concern
3. Collaborate to share and strengthen access to resources (e.g. partner for a grant application)

If these groups decided to work together across Niagara, what would you consider to be one of the **top 3 indicators of success?** How could we **measure progress?**

1. Regular forums and networking opportunities
2. Information sharing
3. Collaborate on projects Niagara-wide
4. Establish a Niagara-wide organization or other body
5. Elevate the profile of age-friendly work
6. Broaden the definition of age-friendly to include people of all ages

What, if any, barrier(s) do you see to these groups working together Niagara-wide?

1. Diverse local needs, demographic profiles, and committee structures
2. Lack of political support
3. Funding to support the work

Would you like to see the groups gathered today meet again?

Yes = 16 No = 0

How frequently would it make sense for the group to meet? (Note: some individuals suggested more than one frequency; total exceeds total number of respondents)

Annually = 4 Semi-annually = 11 Quarterly = 5

Appendix 7

February 2019 AFNN Forum held in Fonthill (Pelham) - Event Summary –

On February 13, 2019, a total of 128 people participated in the Age-Friendly Niagara Network Niagara-wide Community Forum held at the new Meridian Community Centre in Pelham. Participants represented 43 organizations, as well as those attending as individual citizens.

The below themes were developed based on feedback received from 50 event participants. Note: numbered lists are ranked in order of the number of times the theme arose in participant responses.

Considering all the information presented today, what one thing stands out for you as being the biggest opportunity for sustaining Age-Friendly action in Niagara?

1. Support collaborative work being done in the community to address areas of common concern for older people, such as work by developers and municipalities to increase access to a range of housing options
2. Tap into intergenerational activities to engage people of all ages in creating a more Age-Friendly Niagara
3. Focus on addressing issues related to housing
4. Continue working to engage politicians in championing the work of the AFNN
5. Focus on addressing social isolation
6. Formalize and grow the AFNN by focusing on sustainability
7. Continue offering shared learning opportunities on a variety of topics
8. Ongoing communication and information-sharing within and beyond the AFNN
9. Inclusive engagement with priority populations, people of all ages, and people from all areas of Niagara
10. Focus on addressing issues related to accessibility
11. Focus on strengthening well-being

Does it make sense to sustain an organizational structure that focuses on weaving together efforts of local municipal Seniors/Age-Friendly Advisory Committees; and building Age-Friendly momentum across Niagara?

Yes = 45

No = 0

Maybe = 1

No response = 4

Key partners identified:

1. Niagara Region and 12 lower-tier municipalities
2. Age-Friendly Niagara Network
3. Private sector partners
4. Post-secondary institutions
5. Healthcare providers (including community health centres, mental health services)
6. Volunteers
7. Politicians
8. Community service agencies (e.g. Community Support Services of Niagara)
9. Niagara Connects
10. Youth
11. Senior Advisory/Age-Friendly Committees

Other suggestions (appeared 1-2 times in participant responses, organized in no particular order):

- Faith community
- LGBT community
- Behavioural Supports Ontario
- CARP Niagara
- Funders
- Indigenous community
- Niagara Regional Police Services
- Niagara Region Public Health
- Statistics Canada

Revenue sources to invest in sustaining the work of the organization:

1. Grants (e.g. Ontario Trillium Foundation, New Horizons, United Way, Niagara Community Foundation)
2. Niagara Region
3. Lower-tier municipalities
4. Private sector
5. Donations and fundraising
6. Investment from provincial and/or federal governments
7. Post-secondary institutions
8. Membership fees

Appendix 7

continued

Below are slides from the February, 2019 AFNN Forum presentations, as well as links to complementary resources.

Master Slide Deck

https://gallery.mailchimp.com/3339a7a4762f0848ba17dfd3d/files/8db848c7-dedc-4a25-865e-c849ec7dfdea/2019_02_13_Master_Deck__AFNN_Forum.pdf

includes presentations from:

- Dr. Parminder Raina - Let us Talk About Social Connections and Aging
- Sarah Webster - Age-Friendly Communities in Ontario: Update and Review of Housing Strategies
- Arlene Etchen - Social Inclusion & CMHC Research
- Wendy Thompson - Niagara Regional Housing
- Ken Gonyou - Age-Friendly Housing: A Developers Perspective
- Dominic Ventresca & Mary Wiley - Age-Friendly Niagara Network: Looking Forward

Resources

- Age-Friendly Niagara Network (AFNN)
www.agefriendlyniagara.com
- AFNN: 2018 Impact
www.niagaraknowledgeexchange.com/resources-publications/age-friendly-niagara-network-2018-impact/
- Canadian Longitudinal Study on Aging
www.clsa-elcv.ca/stay-informed/publications
- McMaster Optimal Aging Portal
www.mcmasteroptimalaging.org/
- McMaster Institute for Research on Aging
mira.mcmaster.ca/
- Ontario Age-Friendly Communities
c/o Seniors Health Knowledge Network Knowledge Broker, Lisa Brancaccio
brancacl@providencecare.ca
- Ontario AFCs Interactive Maps
c/o Seniors Health Knowledge Network Knowledge Broker, Lisa Brancaccio
brancacl@providencecare.ca

Appendix 7

continued

- Canada's National Housing Strategy
www.placetocallhome.ca/
- Canada Mortgage and Housing Corporation
www.cmhc-schl.gc.ca/
- Niagara Regional Housing
www.nrh.ca/
- Mountainview Homes
www.mountainview.com/index.php

Housing Promising Practices

- City of Waterloo Older Adult Housing Directory
www.waterloo.ca/en/government/resources/Documents/Cityadministration/Older-Adults-Housing-Directory.pdf
- Housing Information for Older Adults in Halton
agefriendlyontario.ca/sites/default/files/dav/sites/default/Halton_Housing%20Info%20for%20Older%20Adults_for%20web.pdf
- Adaptations in Rental Buildings: Information for Residents
agefriendlyontario.ca/sites/default/files/dav/sites/default/HCOA_Publication_Res_Nov.-10-final.pdf
- Adaptations in Rental Buildings: Information for Property Owners
agefriendlyontario.ca/sites/default/files/dav/sites/default/HCOA_Publication_PM_Nov.-14.pdf
- County of Simcoe Age-Friendly Housing Grant Program
www.simcoe.ca/LongTermCare/Pages/Age-Friendly-Seniors-Housing-Grant-Program.aspx
- Toronto Home Share Pilot Project
www.nicenet.ca/files/Toronto_HomeSharePilot_Project_INFO_SESSION.pdf
- OASIS Kingston
uhnopenlab.ca/project/oasis/
- Tay Commons Cohousing
taycommonscohousing.com/
- Toronto Seniors Shelter
www.toronto.ca/community-people/community-partners/emergency-shelter-operators/about-torontos-shelter-system/new-shelter-locations/2671-islington-avenue/

Appendix 8

May, 2019 AFNN Niagara-wide Meeting of Local Municipal Seniors/Age-Friendly Committee Leaders held in Niagara Falls - Event Summary

On May 29, 2019, thirty-nine (39) people from ten (10) local area municipalities gathered at Heartland Forest to share ideas, learn about what others are doing, and to work collectively on taking action to strengthen quality of life as people age in Niagara. Participants included Senior and Age-Friendly Advisory Committee members, municipal staff, and politicians.

Results of Table Discussion: Current Challenges, Best Practice Ideas, Future Opportunities

The below summary is based on the results of 13 individual worksheets and 5 facilitator worksheets that summarize the table discussion. Note: numbered lists are ranked in order of the number of times the theme arose in participant responses.

What are the challenges your committee is currently facing, or has already faced?

1. Recruitment and retention of committee members
2. Access to funding and resources to carry out the work of the committee and sustain Niagara-wide network
3. Community awareness of the work that the committee is doing
4. Gaining momentum and getting organized as a new committee and/or after the election period
5. Addressing community needs such as affordable housing, transportation, home care, health supports, social inclusion, snow removal, etc.
6. Strategic planning and defining the goals of the committee
7. Finding the place for committee members in wide scope of Niagara-wide work

What best practices would you like to share?

1. World Health Organization (WHO) Recognition Program
2. Taking an intergenerational approach (e.g. strategic alignment with Youth Advisory Committee)
3. Hosting events during Seniors Month to raise the profile of the committee in the community
4. Collaborate with community partners such as the local library, recreation departments, community centres, etc.
5. Age-Friendly Business Guide and Recognition Program
6. Engaging vulnerable populations through existing groups such as Senior Pride Network Niagara

What are the opportunities you see your committee pursuing over the next year?

1. Raise awareness of the activities of the committee in the local community
2. Strategic planning to align with other age-friendly initiatives
3. Advocate on issues of community concern (e.g. housing, transportation, snow removal)
4. Examine how an intergenerational approach can be integrated into the work of the committee

What are the opportunities you see your committee pursuing over the next three years?

1. Host educational events on topics of interest to the community (e.g. fraud prevention, wellness)
2. Advocate on issues of community concern (e.g. housing, social isolation)
3. Engage students and youth in the work of the committee
4. Gather municipal-level data about older people in Niagara
5. Collaborate and build strategic partnerships with organizations that align with age-friendly principles
6. Work with other committees across Niagara to identify common goals

What are the Niagara-wide opportunities you would like to pursue in partnership with other local municipal Seniors/Age-Friendly Advisory Committees?

1. Share information, best practices and resources with other committees across Niagara
2. Advocate with one voice on a Niagara-wide level about issues of common concern (e.g. housing, transit)
3. Share meeting minutes on an ongoing basis (i.e. on a platform such as the AFNN website)
4. Share Terms of Reference with other committees, and integrate the Niagara-wide lens into Terms of Reference when they are being written or reviewed
5. Gather for shared learning events
6. Engage with Brock University and/or Niagara College to gather information about older people in Niagara

Appendix 9

September, 2019 Niagara-wide Meeting of Local Municipal Seniors/Age-Friendly Advisory Committee Chairs/Co-Chairs, held in Thorold - Event Summary

On September 12, 2019, from 9:00 to 11:30 am, thirty-five (35) people from all twelve (12) lower-tier municipalities gathered at the Thorold Seniors Centre for a meeting of the Local Municipal Seniors/Age-Friendly Advisory Committee Chairs/Co-chairs, and aligned Staff, and Councilors. The purpose of this meeting was to build connections among committee chairs/co-chairs, refine the agenda for the October 24/19 AFNN forum of the broader group of members of local municipal seniors/age-friendly advisory committees, and focus on collaborative priorities.

Dominic Ventresca, AFNN Co-Chair provided an update on the Age-Friendly Niagara Network, including a plan for sustaining the work beyond the current OTF Grow grant to support the beginning phase of implementing the Niagara Aging Strategy and Action Plan.

Mary Wiley, Niagara Connects Executive Director facilitated a collaborative discussion session. Participants agreed that it would make sense for the local municipal advisory committees to continue working together as a Niagara-wide Collaborative. They affirmed support for the AFNN Sustainability Framework, including the intent to align with the work of the newly-formed Ontario Association of Councils on Aging.

Table Discussions

During the table discussions, participants gathered around five different focus areas to explore ways they could work together.

1. Joint projects

- Potential projects include creating a template that can be used to implement 'Let's Chat' Benches Niagara-wide; developing a region-wide Home-Share program (based on existing models in Halton, Toronto); Age-Friendly Niagara flag for Seniors Month
- Barriers: financial resources, time, collaboration
- Factors for success: political and staff support, inviting interested partners from other municipalities to participate

2. Learning forums

- The opportunity was identified to work together Niagara-wide to bring in a dynamic, high-calibre speaker to address a topic that affects a broad range of people.
- Barriers: high cost of potential speakers, making contact with speakers
- Factors for success: support from other municipalities and the AFNN

Appendix 9

continued

3. Advocacy for access to health and human services for vulnerable people
 - This table explored various aspects of being able to access health and human services:
 - New residents finding a physician, dentist, other health professionals in their new area
 - Accessing information about existing transportation options and health and human services (e.g. through 211)
 - Availability of public transit and specialized transit, especially in rural areas with limited or no public transit options
 - Having to travel to another municipality due to a lack of health and human services in certain areas of Niagara
 - Factors for success: increasing awareness of 211, ensuring enforcement of new accessibility laws, implementing creative ways to expand access to transportation in rural areas (e.g. having small “on call” buses or vans; linking with nearby routes of existing transit systems)
4. Advocacy for a range of suitable housing options for older people of all income levels
 - Several opportunities were identified to improve the range of housing options for older people in Niagara, including advocating for municipalities to change their by-laws, encouraging multi-unit builds to incorporate affordable units, and work toward developing a definition of “affordable”.
5. Joint activities
 - This table focused on recreation and physical literacy, potentially through a large, Niagara-wide event promoting healthy aging and the importance of physical activity for people of all ages. The opportunity was identified, to work together to raise awareness of the wide variety of both public and private recreation and exercise options available.

Next Steps: October 24, 2019 Niagara-wide Forum and Spring 2020 Forum

Participants refined the agenda for the upcoming October 24, 2019 Forum for Local Municipal Seniors/Age-Friendly Advisory Committee representatives. It will be hosted at the West Lincoln Community Centre in partnership with the West Lincoln Age-Friendly Advisory Committee. Community Support Services of Niagara will make a presentation to update participants about the services they offer, to help seniors and adults with disabilities live independently in their own home.

Other topics and/or presentations suggested for future forums include:

- Ways to collaborate for Seniors Month (June) activities (table discussion)
- Research being done by the Brock U. Centre for Lifespan Development Research (presentation/discussion)
- Highlighting local transportation and/or housing challenges (host municipality)
- Niagara College becoming the first college in Canada to achieve membership in the Age-Friendly University Global Network (presentation)

This group of chairs/co-chairs, staff, and councilors will meet again in early spring of 2020, to advance planning for the late spring/early summer 2020 Niagara-wide forum, which will be held in St. Catharines.

Appendix 10

October 24, 2019 Niagara-wide Meeting of Local Municipal Seniors/Age-Friendly Advisory Committee Members, held at new West Lincoln Community Centre in Smithville – Event Summary

On October 24/19, fifty-two (52) people from 11 municipalities participated in a Niagara-Wide Forum for Seniors/Age-Friendly Advisory Committee representatives.

Presentations

Carolyn Askeland, Executive Director at Community Support Services of Niagara (CSSN) shared information about the programs and services they offer to support older adults and adults with disabilities in living independently. The opportunity to volunteer for the Leaf and Snow Buddies program was highlighted. Through this program, CSSN matches student and adult volunteers with nearby older adults who are in need of snow and leaf removal.

CSSN is a member of the Caregiver Network of Niagara. This new network of partners offers free education and training programs for caregivers. Programming is offered on an ongoing basis in various locations across Niagara, in both English and French.

Kevin Maidment, Health Promoter at Niagara Region Public Health shared information about his work on injury prevention and mental health promotion. November is Fall Prevention Month, with work underway to address the increased rate, in Niagara, of falls after the age of 70. Fostering social connectedness by decreasing social isolation and increasing sense of belonging is a focus area for the Niagara Region Mental Health Promotion Strategy.

Summary of Forum Discussion

Participants identified the following actions that the AFNN could collectively focus on during the next year:

- Address issues of common concern across Niagara through joint advocacy (e.g. transportation, housing, social isolation)
- Strengthen the intergenerational aspect of the AFNN by engaging youth in our planning and action
- Implement mechanisms, such as an online portal, to support timely information-sharing between municipal committee
- Look for new ideas and best practices by connecting with municipalities in Niagara and beyond

Participants gathered around priority topics to build on work completed at previous events:

1. 'Let's Chat' Benches

'Let's Chat' Benches are intended to promote social inclusion by encouraging people of all ages to sit together, chat and exchange thoughts and ideas in an age-friendly space. An AFNN working group has drafted a set of design guidelines for the benches and surrounding area, to ensure accessibility. Participants identified two future directions to advance this initiative:

- Connect with other municipalities who have implemented similar benches (e.g. Elder Wisdom Benches) to:
 - Learn about promising practices for the logistics of implementing the benches
 - Gather stories of impact to strengthen the pitch to potential adopters and/or sponsors
- Create a marketing and communications plan for raising awareness about the 'Let's Chat' Benches once implemented

2. Access to Services (Transportation and Technology)

The *Getting There* model for centrally-dispatched access to health and human services for Niagara's most vulnerable people was collaboratively developed by 30 agencies in Niagara, based on the best-practice Huron-Perth EasyRide consortium model. Participants identified the following next steps:

- Re-engage the initial group of partners involved in the development of the *Getting There* model
- Engage businesses and municipalities in the process of addressing this complex issue
- Explore creative ways that other municipalities are using to expand access to transportation in rural areas

3. Access to a Range of Suitable Housing Options

In prior meetings, several opportunities were identified to improve the range of suitable housing options for older people in Niagara of all income levels, including:

- Advocating for municipalities to change their by-laws
- Encouraging multi-unit builds to incorporate affordable units
- Work toward developing a definition of "affordable"

An infographic and detailed dataset on Core Housing Need across Niagara was provided by Niagara Region to inform this table discussion. This data was provided in conjunction with the release of the Five-Year Review of Niagara's 10-Year Housing and Homelessness Action Plan . Participants highlighted various ways that Seniors/Age-Friendly Advisory Committees can serve as a critical pathway to advocacy at the municipal level, such as:

- Engage directly with developers, planners and affordable housing experts
- Engage with Niagara Regional Housing, long-term care homes, and transitional housing providers
- Bring forth recommendations informed by best practice and evidence gathered through the above conversations to the respective local municipal councils

4. Niagara-wide Forum on a 'big' topic (e.g. healthy aging as a lifelong pursuit)

During the September 12/19 meeting of Chairs/Co-chairs of local municipal Seniors/Age-Friendly Advisory Committees, participants identified the opportunity to work together to host a Niagara-wide event. The event would bring in a dynamic, high-calibre speaker to address a topic that affects a broad range of people. A potential topic was the promotion of healthy aging and the importance of physical activity for people of all ages.

Discussion group participants advanced this conversation by focusing on physical literacy and health as the event theme. ParticipACTION was identified as a source for a potential guest speaker. The event would include a session involving physical activity, during which attendees could learn about exercises they can do at home requiring little or no equipment.

Participants recognized the importance of including people with disabilities, people of all ages, and people living on a low income. The cost of this event could be covered by sponsorships and/or by charging an admission fee. The optimal date for this event may be during May 2020, to ramp up for Seniors Month.

The next step identified by participants was to establish a working group consisting of at least one person from each local municipality across Niagara to take the lead on planning this event, with support from the Age-Friendly Niagara Network.

5. Planning for Seniors Month 2020 – taking a common approach

Many of Niagara's local municipal Seniors/Age-Friendly Advisory Committees are planning events and activities in their part of Niagara for Seniors Month (June) 2020. Participants identified several ways that they could work toward a common approach in planning, coordinating, and promoting their Seniors Month events, including:

- Sharing information with one another about planned event dates, to minimize overlap if at all possible. One mechanism for sharing this information is by submitting events to the Niagara Knowledge Exchange (NKE) Community Calendar, and checking that Community Calendar (c/o Niagara Connects) during the planning process to select an optimal event date.
- Adopting a common flag that can be raised in all municipalities (if they so choose) during the month of June, which signals to the community that they are part of a Niagara-wide movement. A working group of the AFNN Leadership Council has been established to design a Niagara-wide flag.
- Sharing best practices, such as charging \$2 that will be donated to a seniors' charity, and free advertising channels to promote events (Coffee News, seniors centres, recreation centres, AFNN newsletter, NKE Community Calendar c/o Niagara Connects, etc.)

Appendix 11

AFNN Focused Action Priorities, 2018 - 2019; & AFNN 2018 Impact

This two-page roadmap describes the governance structure of the Age-Friendly Niagara Network, as well as 2018-2019 focused action priorities across three Action Groups:

1. Community Engagement and Communications
2. Recreation, Learning and Leisure
3. Improved Services, Systems and Infrastructure

Link to resource:

https://www.agefriendlyniagara.com/wp-content/uploads/2018-06-22_AFNN_Placemat_2018.pdf

An updated version of the 2-page roadmap was presented in early 2019, to outline milestones and impact achieved by the AFNN in 2018.

Link to resource:

http://www.niagaraknowledgeexchange.com/wp-content/uploads/sites/2/2019/02/Age-Friendly-Niagara-Network-Impact-2018_placemat-Feb-2019_webv.pdf

AFNN Leadership Council Members, September, 2019

The Age-Friendly Niagara Network is coordinated by the Leadership Council, made up of volunteers, many of whom are older adults active in their community, and others representing government, not-for-profit organizations and businesses.

Following is a list of Leadership Council members, as of September 2019:

- Cathy Fusco, Age-Friendly Niagara Network (Co-Chair)
- Dominic Ventresca, Age-Friendly Niagara Network (Co-Chair)
- Carolyn Askeland, Community Support Services of Niagara
- Carolyn Triemstra, Niagara College
- Carol Rudel, Niagara Region
- Carrie Bosco, Niagara Falls Public Library
- Coletta McGrath, Quest Community Health Centre
- Daniel Keays, Fonds Foyer Richelieu Welland
- Doug Rapelje, City of Welland Senior Citizens Advisory Committee
- Jean D'Amelio Swyer, City of Thorold Age-Friendly Advisory Committee Chair
- John Meguerian, CARP Niagara
- Koby Vanyo, City of St. Catharines
- Lori Mambella, City of St. Catharines
- Lynn McCleary, Brock University
- Marylou Hilliard, HG Brand Constructions & AGEWORKS
- Naomi O'Brien, Niagara Region
- Sandra Downey, Inspired Aging
- Susan Brown, City of Port Colborne Senior Citizens' Advisory Committee
- Rose Dzugan, City of Welland Senior Citizens Advisory Committee

AFNN Municipal & Federal Election Candidate Briefs – 2018 & 2019

In advance of the October 2018 municipal election, the AFNN prepared a two-page brief to engage municipal candidates in age-friendly issues affecting everyone in our community. The brief outlines contributions older adults make to our community, the ways in which Niagara has already made progress towards becoming age-friendly, and what municipal candidates can do to help champion this work.

The brief was sent to 422 incumbents and candidates running in the municipal election, including individuals running for the position of mayor, regional councillor, local councillor, and school board trustee. Upon receipt of this email, 164 candidates clicked on the link to read the brief; this includes candidates running in every municipality in Niagara. The AFNN received e-mail responses from 7 candidates.

The AFNN received feedback from Ontario Age-Friendly Communities Outreach leaders that Age-Friendly action groups in other parts of Ontario were going to use the AFNN candidates' brief as a template upon which to build outreach materials suited to their communities.

Link to the municipal candidate brief:

<https://www.agefriendlyniagara.com/wp-content/uploads/Candidate-Brief-from-Age-Friendly-Niagara.pdf>

In advance of the October, 2019 federal election, the AFNN sent an adapted version of the candidates' brief to 17 candidates running in the four Niagara ridings. A total of 14 candidates opened the email; and of those, 5 clicked on the link to read the brief.

Link to the Fall, 2019 federal candidate brief:

<http://www.niagaraknowledgeexchange.com/wp-content/uploads/sites/2/2019/09/2019-08-23-AFNN-Candidate-Brief-FINAL.pdf>

Appendix 14

AFNN Direct Engagement of Individuals, 2017-2019

An analysis of unique individuals engaged in the work of the AFNN reveals the following:

Engagement Opportunities through which Unique Individuals were Engaged	Individuals engaged
Unique individuals engaged through: <ul style="list-style-type: none"> • Opting into the database • Attending an event or meeting hosted by the AFNN • Attending a meeting in which information was shared by the AFNN • Accessing AFNN Candidate Briefs for October 2018 municipal election and/or October 2019 federal election • Participating in a survey administered by the AFNN 	1,228
Present during presentation by AFNN at International Federation on Ageing Conference, Toronto, August 2018	36
Present at Oct/ 13, 2018 Town Hall with federal Minister of Seniors Filomena Tassi	40
Present at June 2017 Celebrating Age-Friendly in Niagara event	260
Present at July 2019 ON Association of Councils on Aging leaders' session	25
Present at July 17, 2019 Town Hall with federal Minister of Seniors Filomena Tassi	40
Present at Sept. 2019 presentation to Canadian Red Cross (Niagara) volunteers	8
SUBTOTAL	1,637
Conservative estimate* of reach of AFNN-generated media articles published by local Niagara-based print/online media outlets, written by knowledgeable local individuals who were invited by AFNN to write the articles on age-friendly-focused topics (May 2017 to September 2019): St. Catharines Standard: (19 articles published * weekly circulation of 24,143) * 1% = 4,587 Niagara Falls Review: (19 articles published * weekly circulation of 13,332) * 1% = 2,533 Welland Tribune: (19 articles published * weekly circulation of 10,394) * 1% = 1,974 Niagara This Week: (4 articles published * weekly circulation of 165,000) * 1% = 6,600 Thorold News: (9 articles published * 10,600 visitors per day) * 1% = 954	14,674
TOTAL	16,311



A Community for All Ages

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