



Achieving “A Community for all Ages” across Niagara **Be informed | Celebrate Niagara’s Success | Become a Champion**

All of us have a stake in ensuring our community is responsive to the needs of everyone as we age. The volunteer-led **Age-Friendly Niagara Council** has prepared this brief to help engage 2022 provincial candidates in issues affecting everyone in our community.

Be Informed

Today’s older adults make valuable contributions to the community, ranging from countless hours of volunteer work to their economic impact as consumers.

- Approximately 38% of the Niagara population is 55 years and over, compared to 33% for the rest of Canada¹.
- Current population growth in Niagara is from commuters and retirees moving to Niagara².
- Most of today’s older adults are well and active, healthier and living longer to unprecedented levels, all of which provides for great opportunities.
- Older adults make up the bulk of the volunteer corps in many local community organizations.
- Baby Boomers control the bulk of wealth and spending; they spend 66% more on goods and services than millennial households³.

Celebrate Niagara’s Success

There is a global movement toward age-friendly community planning and Niagara is making good progress toward this goal.

Globally, the [World Health Organization](#) has fostered development of “age-friendly communities” by identifying relevant domains, ranging from social inclusion to appropriate housing. The Government of Canada has appointed a Minister of Seniors and the Province of Ontario has demonstrated leadership and support for age-friendly communities since 2013.



A Community for All Ages

In Niagara, the [Age-Friendly Niagara Council](#) (AFNC) has engaged over 500 people in the community, to develop the [Niagara Aging Strategy and Action Plan \(NASAP\)](#) and implement priority actions; [identified COVID-19 impacts on older adults](#); has partnered to build [Older Adult Infolink](#) which allows for easier, enhanced and more centralized access to information about community services for older adults; and is an active member of the [Ontario Association of Councils on Aging](#). The AFNC has also fostered establishment of the Niagara Older Adult Alliance (NOAA), which includes more than 100 volunteers who serve on local municipal advisory committees across Niagara, to advocate for the interests of older people and age-friendly actions in their communities. NOAA members share information to align planning and action. The intent is to ensure that all people, regardless of age, ability, need or capacity, are included in all aspects of community life.

Age-Friendly Niagara:

- Provides a framework for decision-makers to connect with what local older adults are thinking
- Reflects strong, Niagara-wide community leadership and volunteer commitment
- Brings diverse perspectives of people, organizations, institutions, municipalities and businesses together, to focus on community belonging for people of all ages in Niagara

Three Niagara municipalities (St. Catharines, Thorold and Welland) have received provincial awards for their local age-friendly achievements.

Become a Champion

There is an unprecedented opportunity for political and community champions to take up the age-friendly communities cause, and for candidates to make it part of their platform.

Following this election, the provincial government will have the opportunity to demonstrate leadership and be an age-friendly champion. [Click here](#) to learn about engaged and empowered older adults in Niagara.

Contact the Age-Friendly Niagara Council: info@agefriendlyniagara.com