



Strategic Planning Oct 2015- 2019

Vision: Cambridge as an Age Friendly Community

Mission: the Cambridge Council on Aging engages older adults and community organizations to identify issues, advocate and educate towards creating an age friendly community

Values: we value
diversity/sustainability/inclusivity/respect/engagement/caring

Create governance: TOR, succession planning, board evaluation, committee development. To seek sustainability.

Poverty: to develop and promote “Building a Welcoming and Inclusive Community”- focus on 1.the lack of affordable, reliable public transportation and access to other transportation options-this is directly linked to poverty in older adults. Focus on 2. Housing, for older women living in poverty, need for more options that are affordable, safe and provide social inclusion

Community development: 1. Work with older adults to provide a voice for concerns, such as housing options that are affordable, respect and inclusion, system navigation 2. Develop a targeted marketing plan to promote the work of CCOA- website, logo 3. Supports through public awareness the work of CCOA 4. Develops collaborative relationships with other groups and the municipality

Education: 1. To contribute to raising the profile of issues surrounding older adults through the development of events and resources. 2. To raise awareness of how an Age Friendly city can meet the needs of those from 3-103. 3.To provide training to organizations and business on how to communicate with older adults and how to make your environment age friendly-hospitals, business. 4 Promote free speakers’ series on health and wellness topics in collaboration with other agencies 5. Develop intergenerational opportunities to build relationships. 6.Develop educational

programs that improve system navigation for all older adults in varying cultural and economic groups.

Advocacy: 1. To advocate for issues reflected in the 2013 Age Friendly Action report-such as housing options 2. To advocate for flexible home care options to age in place 3. To advocate for more respite beds that are subsidized in retirement and long-term care 4. To advocate that all organizations include older adults in the planning process and in an advisory capacity to plan develop and implement projects.

Evaluation: as of September 2018

Through education and advocacy, the Cambridge Council on Aging has advanced an age friendly community by:

- partnering with CMHC and Social Planning Council CND to host four regional meetings highlighting **housing options** for older adults: co-housing, home share secondary suites and Abbeyfield projects. A pilot group is meeting to develop a process for cohousing in ROW.
- hosting four **Creative Aging** events to showcase the creative work and opportunities existing in our community. Creative projects might be a painting, a mural, craft or sculpture. The music themed event was hugely popular and lead to an Age Friendly music stage at the Cambridge Celebration of the Arts 2018.
- addressing **social isolation and loneliness** among older adults through a New Horizons Grant: This was accomplished through partnerships with the Cambridge Self Help Food Bank, Housing Cambridge, Community Support Connections, Community Justice Initiatives and the CCOA. The SPCCND collaborated as the backbone organization.

The core activity in this project involved engaging and training local seniors to be volunteer mentors for other seniors. Mentors were trained to befriend isolated participants through mentoring, encouragement and support toward increasing their civic involvement and building and maintaining a more robust social network. This project benefited the continued development of the City of Cambridge as an age friendly community. Taking the I out of Isolation was the end conference and was a sold-out success for older adults and agencies.

The Cambridge Council on Aging is maintaining a 'voice' for older adults by participating in the following regional and city committees:

- **Regional Well Being initiative-** the 3 Big Ideas are Housing, Social Inclusion and Children and Youth 2017- present

- **Solutions to Poverty Waterloo region-** 2017-present -their BIG ideas are resources/transportation/social isolation- as part of this project an age friendly tax preparation clinic was held in Cambridge in partnership with the library and a tax accountant.
- **City of Cambridge Diversity Strategy-** 2018 ended
- **City of Cambridge Mayors Task Force on Opioids-**2018 ended
- **Southern Ontario Network for Age Friendly Communities** on going since 2014- as part of this group a presentation was made at the International Federation of Aging Conference on the seniors as peer mentors project.

- The City of Cambridge was recognized **as an** Ontario Age-Friendly Community based in a large part on the work of CCOA.
- There are **15 WHO designated communities in Ontario since 2006 and 285 world wide**. At the IFA conference the biggest concerns were on healthy aging and longevity and there was considerable interest in Ontario among groups doing age friendly work to expand the Councils on Aging from 11 to ensure that the age friendly work is not lost.
- Our **CCOA website** is an active portal for information and resources and is well used by the community.
- The SPCCND and CCOA offered age friendly customer service training to the City of Cambridge Staff in 2013
- In 2018 CCOA chair has met with various City of Cambridge managers to dialogue regarding the age friendly initiative. SPCCND and CCOA have presented to Council three times since 2013.
- Sustainability remains an on-going issue. We have received grants from Revera, Bridgeway, CMHC, New Horizons.