

# Age Friendly Thunder Bay

Community Action Plan 2022





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# Message from the Chair

In 2021, Age Friendly Thunder Bay received funds from the Ministry for Seniors and Accessibility Inclusive Community Grant to update the Strategic plan and develop an updated Community Action Plan. This Community Action Plan highlights some of the history and accomplishments of Age Friendly Thunder Bay since its inception in 2009 and describes who we are, what we do, and where we are heading as an organization. The plan identifies priorities, focuses on resources, and will serve as a guide for decision making moving forward. The Community Action Plan includes 28 strategic objectives which are organized under the World Health Organizations eight interconnected domains of community life.

We are very proud of the progress we have made in Thunder Bay over the past 13 years and are looking forward to the challenge of achieving the initiatives outlined within this plan. This is a great accomplishment and will serve us well as we continue to grow and prosper as a city. We could not have accomplished this alone. We are fortunate to work for an engaged and passionate community. I want to thank everyone for their efforts and contributions, particularly Anita Jean and the NorWest Community Health Centres, the Lakehead Social Planning Council, the Ministry for Seniors and Accessibility, Councillor Rebecca Johnson and the corporation of the City of Thunder Bay, the Age Friendly Steering Committee, our Board of Directors and the passionate and concerned residents of Thunder Bay.

Sincerely,

Randy Moore  
Chair – Age Friendly Thunder Bay





# Board Directors

## Current Board Members 2022

**Randy Moore (Chair)**  
**Marie Klassen (Vice-Chair)**  
**Anita Jean (Secretary)**  
**Donna Nagy (Treasurer)**  
**Rebecca Johnson (Past Chair)**  
**Joan Duke**  
**Judi Marton**  
**Lisa Giles**  
**Anna Grenier**  
**Ian Thompson**  
**Kevin Penny**

As the baby boom population ages, the City of Thunder Bay is adapting and refining its services to continue to provide all residents with an enhanced quality of life. It is projected that older adults, 60 years and over, will make up 33% of the District of Thunder Bay population in 2036. These adults will have varying income levels, diverse language, cultural identity, disabilities, and interests.

In November 2011, the City of Thunder Bay was accepted as a member of the WHO Global Network of Age Friendly Cities and Communities. In order to maintain its membership, the City required an Age Friendly Action Plan. The Age Friendly City Services Action Plan Report has been led by the Board since its inception and in 2019 an Age Friendly Coordinator was hired to help move forward the actionable items that the Board had helped to create, and to continue the collective impact that has helped lead the way for a bright future for older adults in Thunder Bay.



# Senior Charter

**THE CITY OF THUNDER BAY SENIOR CHARTER BUILDS ON THE UNITED NATION'S PRINCIPLES OF AGE-FRIENDLY COMMUNITIES FOR OLDER PERSONS. THIS CHARTER RECOGNIZES THE SPECIFIC CHALLENGES AND THE LIFE-CHANGES FACED BY OLDER ADULTS AND THE VALUABLE CONTRIBUTION THEY MAKE TO SOCIETY. WE CONFIRM THE PRINCIPLE STATING EACH PERSON SHOULD HAVE: SOMEONE OR SOMETHING TO CARE ABOUT, SOMETHING MEANINGFUL TO DO, AND SOMETHING TO LOOK FORWARD TO EVERY DAY.**

## Our Pledge

**We pledge to improve the quality of life of seniors, by working with them to develop services and strategies that respond to their circumstances, aspirations, and varying needs. We will achieve this goal by embedding the principles of the Senior Charter into all decision making processes of the city and community. We will strive to ensure there are provisions for:**

1. A quality of life that meets physical, intellectual, emotional and social needs.
2. Nutritious food daily.
3. Access to a safe, accessible, affordable place to live.
4. Access to individualized quality care and services and meaningful activities within their chosen residence.
5. Safe, accessible well-lit places to enjoy recreational and leisure activities.
6. Access to affordable transportation.
7. Opportunities for self-fulfillment through access to affordable education, training and the sharing of knowledge/skills with all generations.
8. Public and private resources that put the health and well-being of older adults first by ensuring adequate funding for dedicated programs.
9. Assurance of full respect for individual rights, dignity, beliefs, needs, and privacy.
10. Protection from negligence and all forms of abuse and/or exploitation.
11. The right to remain involved and integrated in society, through the opportunity to work, volunteer and actively participate in the formulation and implementation of policies directly affecting their well-being.



# Acknowledgements

Age Friendly Thunder Bay would like to thank the following organization, committees and groups, whose representatives played an integral role in the development of the Age Friendly Thunder Bay Community Action Plan 2022.

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- Canadian Mental Health Association (CMHA)
- Centre for Education and Research on Aging and Health (CERAH)
- District of Thunder Bay Social Services Administration Board
- 211 Ontario North
- Lakehead Social Planning Council
- Alzheimer's Society of Thunder Bay
- Anishnawbe Mushkiki Health Access Centre
- Thunder Bay BIA's
- Canadian Association for Retired Persons (CARP)
- Canadian Red Cross Society
- Castlegreen Cooperative
- Chartwell Retirement Residences
- City of Thunder Bay
- Recreation & Culture Division, Older Adult Unit
- Community Clothing Assistance
- Confederation College School of Health and Community Services
- Elder Abuse Prevention Ontario
- Gerontological Nursing Association of Ontario
- HAGI Community Services for Independence
- Investors Group Financial Services
- Lakehead Public Schools
- Lakehead University
- Ministry of Heritage, Sport, Tourism, and Culture Industries
- Ministry of Seniors and Accessibility
- NorWest Community Health Centres
- Nurse Next Door
- Nurse Practitioner Led Clinic
- ORIGIN
- Oshki-Pimache-O-Win: The WenJack Education Institute
- Rainbow Collective Thunder Bay
- Retired Teachers of Ontario
- Service Canada
- St. Joseph's Care Group
- Thunder Bay District Catholic School Board
- Thunder Bay Chamber of Commerce
- Thunder Bay City Council
- Thunder Bay District Health Unit
- Thunder Bay Indigenous Friendship Centre
- Thunder Bay Multicultural Association
- Thunder Bay Police Service
- Thunder Bay Public Library
- Thunder Bay Regional Health Sciences Centre
- United Way of Thunder Bay
- Veteran Affairs Canada
- Victorian Order of Nurses Thunder Bay
- Volunteer Thunder Bay
- Thunder Bay 55 Plus Centre



# Action Plan

## Land Acknowledgement

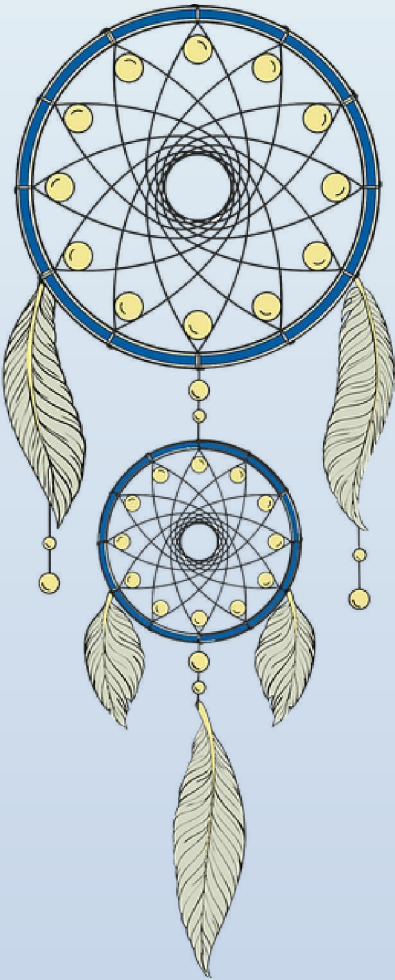
Age Friendly Thunder Bay would like to respectfully acknowledge that the land on which we live and work is in traditional land of the Robinson Superior Treaty area, and we acknowledge with respect the diverse histories and cultures of all the First Nations, Metis, and Inuit Peoples of this province, and we thank them for their contributions.

## Introduction

The Age Friendly Thunder Bay Community Action Plan outlines what an age-friendly community is, relevant guidance for building age-friendly communities, existing conditions in Thunder Bay, and the overall direction that the city aims to take to become more age friendly. This Plan was developed using input from key stakeholders and members of the public and tailored to Thunder Bay's existing strengths and unique character.

The interest, effort, and participation of individuals, businesses, community organizations, and all levels of government, will be a key piece in making the vision of this document a reality in Thunder Bay. The recommended actions for implementation focus on the areas of opportunity that were identified as the highest priorities during the public and stakeholder engagement process, as well as items that can be directly implemented or supported by the city.

The actions are organized according to the World Health Organization's (WHO's) eight community dimensions, as shown on the following page. Accountability for the Plan lies with Age Friendly Thunder Bay, but the successful implementation of the Plan will require buy-in and action by a wide range of community partners.





# The World Health Organization Age Friendly Framework

The WHO Age Friendly Cities framework developed in the Global Age Friendly Cities Guide proposes eight interconnected domains that can help to identify and address barriers to the well-being and participation of older people.

These domains overlap and interact with each other. For example, respect is reflected in the accessibility of public buildings and spaces and in the range of opportunities that the city offers to older people for social participation, entertainment, volunteering or employment.

The lack of affordable public transport for example isolates older people who no longer drive in their homes and make participation in community life difficult, increasing the risk of isolation and loneliness. When transport is available and adapted to the needs of seniors, both in terms of scheduling and destinations, it enhances mobility and facilitates social participation and a sense of belonging in one's community.

It is equally important that older people continue to have a good reason to go out and participate. Cultural offers and entertainment that cater to the interests of older people, opportunities for volunteering or civic engagement contribute to a fulfilling and enjoyable older age.



Respect and  
Social Inclusion



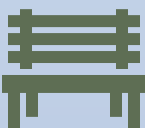
Transportation



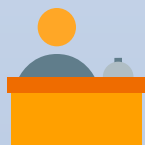
Housing



Social Participation



Outdoor Spaces  
and Buildings



Civic Participation  
and Employment



Community and Health  
Care



Communication  
and Information



The Board Directors, involved at the beginning of this project, have been instrumental in the development of this Plan. Age Friendly Thunder Bay intends to maintain the Committee's Final Age Friendly Community Action Plan 2022 momentum to continue working towards a more age friendly community, and work alongside members of the Board to achieve the actions in this Plan.

The implementation of this Plan provides a framework to guide future, more detailed decision-making and planning within the city and its interested partners. Ultimately, the success of the Community Wide Action Plan will be achieved through collaboration between the municipality, the province, the federal government, Indigenous partners, and community stakeholders and organizations. It will be important for all to work together towards making the Action Plan a reality in Thunder Bay.

The Age Friendly Coordinator, hired in January 2019, works alongside partners, offering support and resources where possible. Having a dedicated Age Friendly coordinator to convene the working group meetings and organize specific workplan activities, makes it possible to help manage and coordinate the implementation of all these actions. Additionally, it is recommended that the city continues to fund Age Friendly Thunder Bay to help fund the Coordinator position to help make the city more age friendly, and to help justify the need for funding to support the implementation of actions in this Plan.



**WHO Global Network  
for Age-friendly Cities  
and Communities**



# History of Age Friendly

Initial Meeting bringing various stakeholders and individuals together to talk about being an Age Friendly community.

March 2009

First official stakeholders meeting.

April 2009

June is proclaimed Senior's Month.

June 2009

Strategic planning begins.

June 2009

City of Thunder Bay declares Thunder Bay to be Age Friendly and that the City join the International Age Friendly network through WHO

May 2010

Deputation to City Council.

June 2011

Thunder Bay becomes a formal registered member of the Global Age Friendly Network

November 2011

Received an Ontario Trillium Foundation Grant to complete work through 2012 and 2013.

June 2012

Developed the Older Adults Business Toolkit and advocacy regarding awareness of older adults' needs began

2012 - 2013

# History continued...

Presentation at International  
Conference on Age-Friendly Cities  
Conference in Quebec City  
regarding business guide and  
initiatives.

September 2013

Developing partnerships with  
Alzheimer's Society to create a  
dementia friendly city.

June 2014

Age Friendly website created with  
it's own host and participation with  
Chartwell in an event for older  
adults.

Spring 2015

Age Friendly Action Plan approved  
by City Council

June 2015

Received Senior's Secretariat  
Grant (\$50,000) to create a custom  
needs assessment and a  
community wide action plan.  
Received Ontario Community  
Senior's Grant (\$10,000) to update  
the website and produce two  
videos.

2016

Received New Horizons for Seniors  
Program Grant (\$25,000) to hire a part-  
time coordinator to assist with  
website updates, working group  
coordination, and assist with  
implementing the community wide  
action plan.

2017

Launch of the Age Friendly  
Senior's Award, with Nurse Next  
Door as a sponsor.

2018



# History continued...

Received funding from New Horizons for Seniors Program Grant (\$50,000) to create the GIANT's website, blog and education package for older adults.

2019

Hosted the GIANT's Castle Event at the CLE Coliseum.

2019

Received funding from the Ministry for Seniors and Accessibility's Inclusive Community Grant (\$60,000) to update the Community Action Plan.

2021

Age Friendly Senior's Award becomes the Rebecca Johnson Senior Award

2021

Received funding from the City of Thunder Bay (\$50,000) to become incorporated.

2019

Snow Angels program begins with support from Leadership Thunder Bay and a \$1500 grant from Enbridge. It was decided to continue the program each winter.

2020

Received funding from Senior's Community Grant Program (\$25,000) to provide a technology information for older adults .

2021

Creation of the infographics to help older adults ride Thunder Bay Transit and Lift+.

2022



# Who we are

Age Friendly Thunder Bay is a community based stakeholder group that advocates for older adults' independence and quality of life in Thunder Bay. Our Board and Working Group Committees collaborate with organizations, governments, community members and other groups and committees to provide activities, information, research, reports, and resources that aim to improve the social determinants of health for all older adults in the community.

Age Friendly Thunder Bay uses collective impact to foster an environment where older adults can maintain dignity in a community recognized by the World Health Organization Global Network of Age Friendly Cities.





# Working Groups

The current Age Friendly working groups were developed in response to the World Health Organization's (WHO) framework for Age Friendly cities and the feedback from the 2017 Age Friendly Thunder Bay Community Action Plan. The WHO framework proposes eight interconnected domains that can help to identify and address barriers to the well-being and participation of older people.

These domains overlap and interact with each other. For example, respect is reflected in the accessibility of public buildings and spaces and in the range of opportunities that the city offers to older people for social participation, entertainment, volunteering or employment.

The lack of affordable public transport for example isolates older people who no longer drive in their homes and make participation in community life difficult, increasing the risk of isolation and loneliness. When transport is available and adapted to the needs of seniors, both in terms of scheduling and destinations, it enhances mobility and facilitates social participation and a sense of belonging in one's community.

It is equally important that older people continue to have a good reason to go out and participate. Cultural offers and entertainment that cater to the interests of older people, opportunities for volunteering or civic engagement contribute to a fulfilling and enjoyable older age.

The working groups facilitate a collaborative process among community members, community leaders and other key stakeholders to develop strategic directions for issues specifically surrounding aging at home, isolated adults and transportation.



# **Transportation Working Group**

## **Action Plan Goal**

- Provide the community with a regularly updated transportation guidebook for older adults
- Advocate for lower and/or free transit fares
- Advocate for walkability in the community
- Inform older adults of the Northern Travel Grant application process and support

## **How is the working group meeting these goals?**

- Create a transportation guidebook and update with COVID information each year
- Work collectively with both the City and Thunder Bay Transit to create lower/free fares for seniors
- Create infographic for seniors re: How to Use Thunder Bay Transit
- Create an infographic for older adults: how to use Lift+
- Work with the TBDHU and their walkability committee
- Work with City and Transit to create better walkability around and to and from bus stops
- Ensure and advocate for enough bus shelters and prioritize areas that have a high senior population
- Create an infographic of outdoor safety after snowfall
- Advocate for lights on bus shelters, sitting space at bus stops, and accessible washrooms around the city
- Create an infographic to inform older adults about driving tests and other driving issues affecting older adults

## **What are the expected outcomes?**

Better access to on-demand transportation could help older adults miss fewer medical appointments as well as reduce their social isolation to improve their overall health. While older adults can be willing, even enthusiastic novel technology adopters who are motivated to overcome barriers disrupting their own health, they needed education and support to be successful.





# **Isolated Adults Working Group**

## **Workplan Goals**

- Ensure older adults have access to snow removal during the winter months
- Ensure older adults have access to information
- Update the Age Friendly Thunder Bay website regularly
- Create a tablet loan program for older adults and provide internet access, so they are connected to community
- Create and disseminate quarterly newsletter for older adults
- Create a Tea Talks Program for older adults to gather in person
- Create alternate ways to disseminate information

## **How are these goals being met?**

- Snow Angels program
- Age Friendly SHAW tv show
- Advocacy for 211 Ontario North
- Continue to update the website adding in information for isolated seniors
- Creation of tablet loan programs
- Continue to create a quarterly newsletter in print format to be delivered to isolated seniors
- Create tea talks modeled after the ones created by the GIANTS program
- Handouts
- Infographics

## **What are the expected outcomes?**

Many interventions have been developed to combat loneliness and social isolation among older people. The individuality of the experience of loneliness and isolation means there should be a variety of interventions, resources, services and supports for older adults. There is no one-size-fits-all approach to addressing loneliness or social isolation, and hence the need to tailor interventions to suit the needs of individuals, specific groups or the degree of loneliness experienced.



# **Aging at Home Working Group**

## **Workplan Goals**

The Aging at Home working group works towards making aging at home safe for older adults, by focusing on the following topics:

- Safety
- Information
- Household chores
- Food Security and Nutrition
- Money management
- Health care
- Activities and friends
- Housing
- Help during the day

## **How are these goals being met?**

- Collaborate with the Community Safety Well Being (CSWB) Committee
- Create an up to Senior's guidebook as a reference tool for older adults to gain information
- Volunteers to offer snow shoveling, plowing and removal – creating pathways for older adults who are unable to shovel that would accommodate a stretcher/walker/wheelchair
- Create a nutrition checklist for Older Adults in Thunder Bay in conjunction with the TBDHU to help older adults plan, shop for and cook meals and snacks for themselves.
- Support the gleaning program, the Good Food Box program, and community gardens
- Ensure Older Adults are connected to 211 and services that will enable them to have more financial security – income tax clinic, OESP, GIS, etc.
- Create a Trusteeship program with TBDSSAB to advocate for issues important to older adults in Thunder Bay





# **Aging at Home Working Group** **continued**

## **How are these goals being met?**

- Ensure organizations are providing outreach and support to Older Adults remaining in their own homes
- Take part in the monthly meetings for the Thunder Bay Housing and Homelessness Coalition Advisory Board to connect with groups, organizations, agencies and governments regarding housing and issues surrounding housing and homelessness
- Ensure that the housing list is circulated to older adults wanting to remain in their own homes as well as to organizations and agencies serving Older Adults
- Create a list for older adults that coordinated housing access table will utilize, ensuring that all needs can be met in housing situation
- Support the Tiny Homes Thunder Bay Committee initiatives
- Support programs like the GIANTS tea talks and annual event

## **What are the expected outcomes?**

Older adults who age in place enjoy a sense of independence and comfort that only home can provide. They also enjoy better health outcomes on average, despite lower care costs. Older adults that age at home can also maintain a greater degree of personal independence. They are able to live their lives as they see fit, and they enjoy a sense of dignity unavailable to many elderly adults. Aging at home tends to improve older adults' quality of life, which improves their physical health. It also insulates them from the bacterial and viral risks found in older adult living facilities, reducing their chance of contracting a serious illness.



# Community Profile

It's important to understand the population of older adults in Thunder Bay. The following information tells the story of how many older adults there are in the city and what their demographic characteristics are. The number of individuals over 65 years of age is increasing exponentially each year and this number will continue to rise until about 2040. About 25% of the Thunder Bay population is estimated to be between the ages of 75 and 100 in the next ten to fifteen years.

There are many services, supports, amenities and resources that would enable the ability of older adults to age with dignity and ease in the City. This report will focus on those specific items and offer recommendations for this population to stay involved in the community and to be empowered and supported to age at home.

The recent COVID-19 crisis has brought to the forefront many disturbing and unrecognized health and wellness disparities throughout the city, province and across the country as well. The pandemic has illuminated, perhaps more than ever before, that older adults are among the most vulnerable because of the disparities in the social determinants of health (SDOH), the non-medical factors that influence health outcomes. We must improve SDOH factors to protect older adults' health, lower medical costs, and improve quality of life for vulnerable older people.

Staying involved in the community is beneficial at any age. Especially for older adults, having an active role in the community can add purpose and meaning while building new and lasting friendships. Best of all, community involvement builds stronger and healthier communities in which we all thrive!

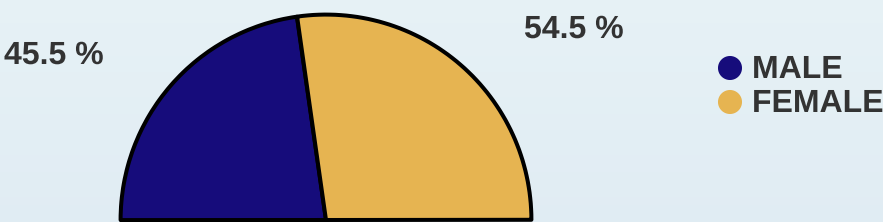
More demographic information can go here...



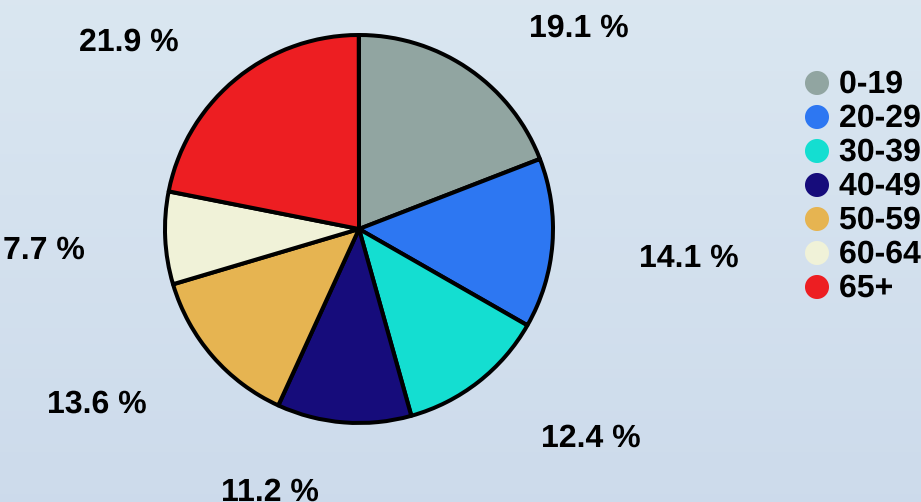


# Community Profile

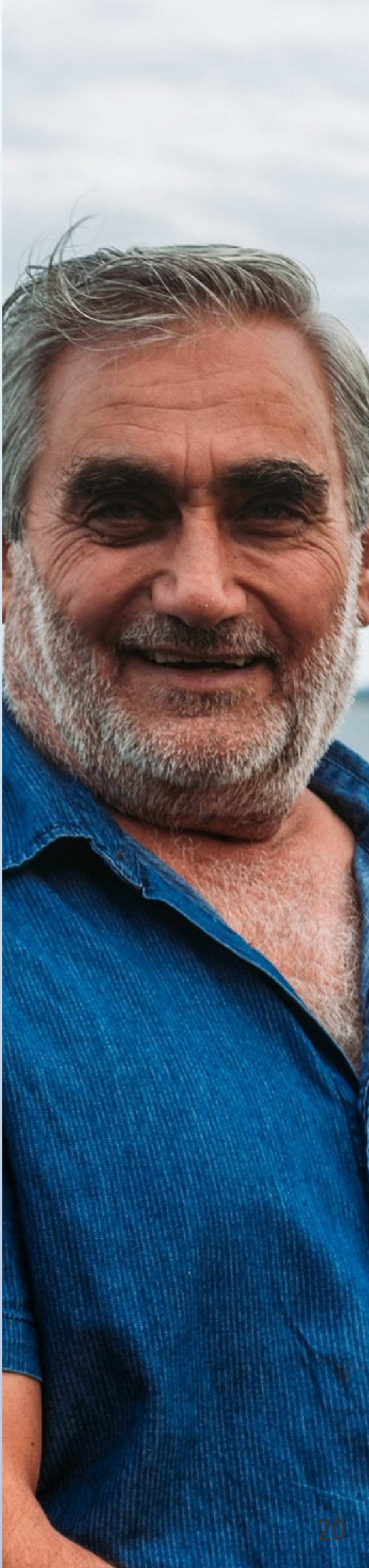
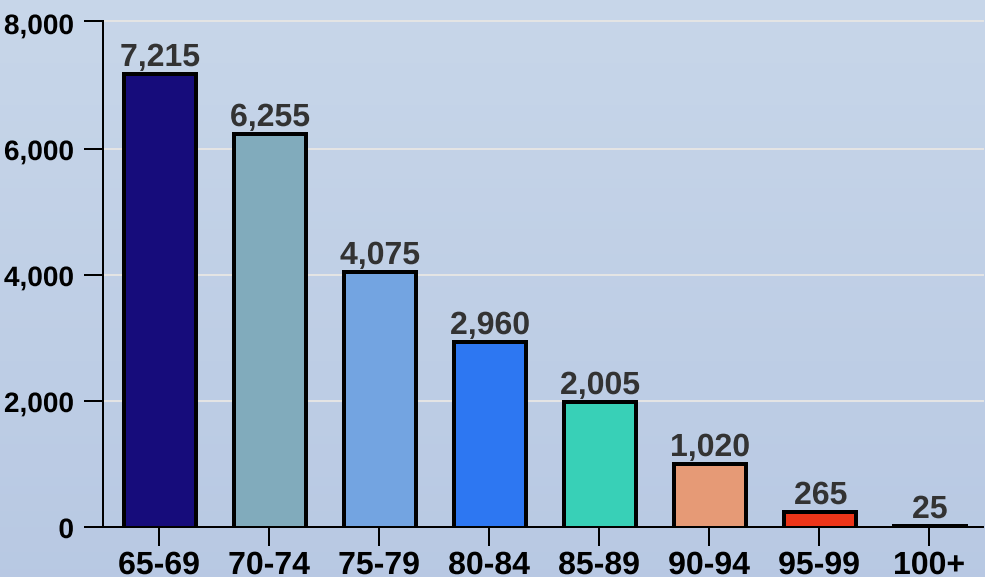
Gender of Older Adults 65+ in Thunder Bay



Percentage of Ages of Population in Thunder Bay



Proportion of Individuals Over 65 Years of Age in Thunder Bay



# Community Profile



**26,025**

Number of adults over 65 years of age live below the Low-Income Measure - After Tax (LIM-AT), which is \$24,000 per year.

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## Old Age Security Pension (OAS) and Guaranteed Income Supplement (GIS) Amounts 2020

**\$613.55**

**Maximum Old Age Security Pension Amount 2020**

**\$551.00**

**Maximum Guaranteed Income Supplement without Pension**

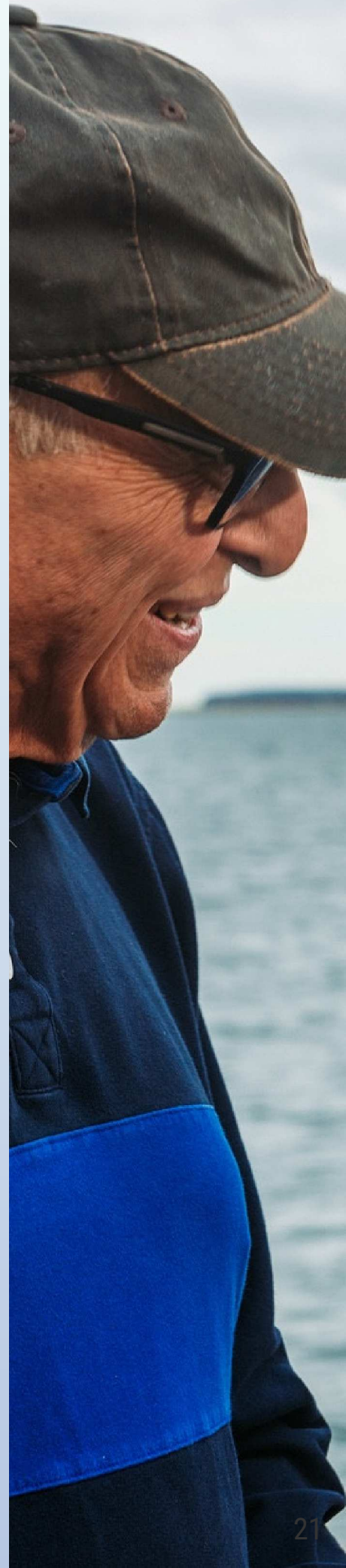
**\$916.00**

**Maximum Guaranteed Income Supplement without Pension**



**5%**

Percentage of adults experiencing homelessness that are over 65 years of age in Thunder Bay (2021 PiT Count)





# Community Profile

## Highlights from "A portrait of Canada's growing population aged 85 and older from the 2021 Census"

- Over 861,000 people aged 85 and older were counted in the 2021 Census, more than twice the number observed in the 2001 Census.
- The population aged 85 and older is one of the fastest-growing age groups, with a 12% increase from 2016. Currently, 2.3% of the population is aged 85 and older.
- While the COVID-19 pandemic claimed many lives among the oldest Canadians, this population continued to grow rapidly.
- Over the next 25 years (by 2046), the population aged 85 and older could triple to almost 2.5 million people.
- Over 9,500 centenarians are now living in Canada — a 16% increase from 2016. Centenarians represent 0.03% of the Canadian population.

As abilities decrease and activity limitations increase with age, many people aged 85 and older move from living in private dwellings to living in collective dwellings such as seniors' residences, nursing care facilities and long-term care facilities — places where they can receive care and support.

In 2021, almost 238,000 people aged 85 and older were living in these collective dwellings, representing close to 3 in 10 people (28%) in this age group. But the numbers of those living in seniors' residences is lowering. Only 5.0% of Ontario's seniors aged 75 and over lived in seniors' residences in 2021, representing a lower capture rate than the 2020 proportion of 5.5%.



# Indigenous Community

Thunder Bay is home to a large and growing Indigenous population. In 2016, 12.8% (13,490 people) of the population in Thunder Bay identified as Indigenous. Of those who identified as Indigenous in Thunder Bay, 75 per cent identified as First Nation, 23% identified as Métis and 2% identified as other or multiple Indigenous identity.

It is important to note that the Indigenous population in Thunder Bay and across the province is likely to be higher than reported above. For instance, there is evidence that the Canadian Census underestimates the number of Indigenous people in Toronto by an estimated factor of two to four. Quality issues as well as issues of undercounting leave us without accurate data on Indigenous communities. The data that currently exists provides us with little understanding of the true size of the Indigenous population in Thunder Bay, as well as the status of important health, economic and employment indicators.

## Indigenous Identity in Thunder Bay

**30**

**Inuit**

**120**

**Multiple Indigenous Identities**

**145**

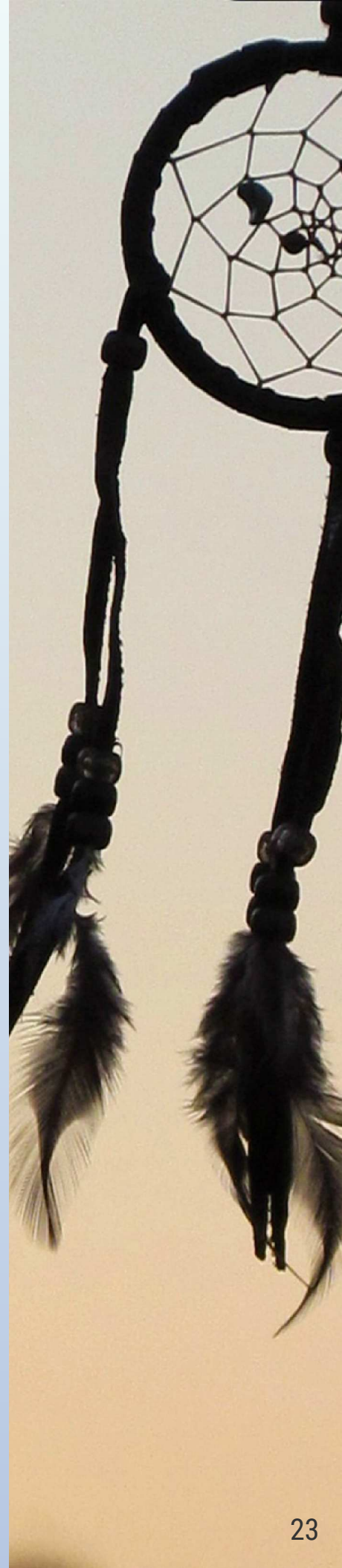
**Indigenous Identities not  
Included Elsewhere**

**3,440**

**Métis**

**15,075**

**Indigenous Identity**





# Francophone Community

Thunder Bay's French speaking population of older adults can find support through a variety of organizations throughout the city.

"The Coopérative Centre francophone de Thunder Bay (CCFTB Inc.) is a multipartner stakeholder incorporated on March 10, 2000, by seven (7) local francophone organizations. Its aim was and remains to own and ensure together the management of a building in Thunder Bay, Ontario, in order to provide the francophones with the services they need. The co-operative was created by six (6) members : the Association des francophones du Nord-Ouest de l'Ontario (AFNOO), the Club culturel francophone de Thunder Bay (formerly called Le Club Canadien Français de Thunder Bay), Centr'Elles, Féminin Pluri-Elles, Novocentre and L'Accueil francophone de Thunder Bay. Recently, the Réseau du mieux-être francophone du Nord de l'Ontario (RMEFNO) joined the co-operative."

The Association des francophones du Nord-Ouest de l'Ontario (AFNOO) "works to represent the Francophone community in Northwestern Ontario at political and community levels. AFNOO works to develop and to enhance the dynamism of the Francophone organizations and communities. AFNOO is a federation and accounts 28 member groups that work in different sectors including education, culture, early childhood, genealogy, women, literacy, health, entrepreneurs, seniors and youth."

The following page shows some of the demographic information regarding French speaking older adults in Thunder Bay.



# Francophone Community

"On average, the Francophone population is older than the Ontario population, as a whole. While the median age of the total population is 41, that of the Francophone population is 44.6.

The median age of the Northeastern and Northwestern regions' Francophone population is 50.8 and 50.4 respectively. These figures are higher than in any other region in Ontario."



**9,125**

Total number of  
both English and  
French speakers in  
Thunder Bay



**3,000**

Total number of  
French as a first  
language speakers  
in Thunder Bay



**740**

Total adults 65+ in  
Thunder Bay who  
speak both English  
and French







# Methodology

The COVID-19 pandemic forced Age Friendly to look at new and different ways to consult with older adults, community members, caregivers, and service providers. The Ministry for Seniors and Accessibility's Inclusive Community Grants funding helped to create an updated Community Action Plan with recommendations aimed at improving the lives of older adults in Thunder Bay.

Newspaper columns and articles in the Age Friendly Thunder Bay newsletter raised awareness of the work that was being initiated. Subsequent columns invited readers to participate in an online survey. The online survey was shared with Steering Committee members and community coalitions.

Presentations were made during several community coalition meetings, Steering Committee meetings and Executive Committee meetings. Interviews were held with key service providers as well.

Eventually in person consultation was possible towards the end of the project allowing older adults and caregivers to cast their vote on the recommendations they supported. The 2022 Health and Wellness Fair for Older Adults was held at the 55+ Centre and attended by over 450 people.

The Community Action Plan is investigating ways to adapt to virtual activities in a pandemic environment. It became quickly obvious that most Community Action Plan activities were suitable by virtual delivery. This led to the development of a strategy that includes providing access to digital devices, internet, and the digital literacy skills to create more opportunities for older adults to participate or access services virtually.

# AGE FRIENDLY COMMUNITY ACTION PLAN PRIORITIES - 2022



## RESPECT AND INCLUSION

- Implement a communication marketing effort that motivates neighbours, family and friends to help support and stay involved in Older Adults' lives.
- Develop and implement a pilot project to identify and support Older Adults who are isolated.
- Create an intergenerational pilot project bringing youth and Older Adults together.
- Develop and implement a pilot project to identify and support Older Adults who are isolated.
- Leverage the existing business toolkit to provide customer service training for local businesses and organizations with significant Older Adult clientele.
- Lobby the government to provide people on the phone to patiently answer questions.
- Develop a strategy that includes providing access to devices, access to internet and the digital literacy skills to create more opportunities for Older Adults to participate or access services virtually and safely.



## TRANSPORTATION

- Create a volunteer program to adjust to taking public transportation that helps adults transition from driving to taking public or other transportation.
- Establish a transportation hub that coordinates and helps provide better transportation services for Older Adults.
- Explore and expand subsidized or free transportation options.



## CIVIC PARTICIPATION AND EMPLOYMENT

- Develop strategies to engage retired Older Adults as volunteers, mentors and recreation participants.
- Create an effective program for Older Adults to assist youth through mentorship and skills based tutoring.





## OUTDOOR SPACE AND BUILDINGS

- Consider the physical build around public spaces, especially where public transportation is accessed.
- Advocate for a walkability plan for the City of Thunder Bay.
- Advocate for safety measure in public spaces.



## HOUSING

- Develop and communicate housing needs of older adults.
- Ensure older adults are safe in their homes.
- Develop and communicate more options, resources, supports and services to help older adults age in their homes.



## COMMUNICATION AND INFORMATION

- Encourage partners to network, to understand existing initiatives and to jointly participate in Age Friendly initiatives within community hubs.
- Communicate services and supports available to Older Adults, i.e. transportation, housing, health, community services, using tools and techniques preferred by Older Adults.



## COMMUNITY AND HEALTH SERVICES

- Investigate the best approach and create a road map to help Older Adults navigate and utilize the community and health services.
- Advocate for increased funding dollars for community services.
- Create a pilot project to provide all Older Adults a point of contact when they leave the hospital to discuss health issues.
- Develop a medical equipment “re-use” program, where equipment is donated, cleaned, refurbished and reused.



## COMMUNITY AND HEALTH SERVICES CONTINUED

- Perform a review of select participating community service organizations to find efficiencies and more effective operating models.
- Evaluate access to and availability of outpatient mental health care services for Older Adults.
- Advocate for any needed mental health care services.
- Initiate steps to improve system of communicating current needs and status Older Adults with palliative and high needs for access by all community care partners.
- Expand existing marketing programs focused on healthy eating, disease prevention and the eat local food movement.
- Provide System Navigation, escorts and interpretation for Francophone and Indigenous Older Adults to access community supports and health services.
- Develop strategies to provide culturally appropriate care and appropriate food for Indigenous Older Adults.
- Provide System Navigation to assist Older Adults to access all the benefits and services to which they are eligible.
- Explore and develop opportunities for the delivery of food hampers.
- Explore and develop opportunities for subsidized or free foot care.
- Explore and develop strategies for falls prevention (the leading cause of hospitalization for Older Adults).
- Advocate for the needs of Older Adults who are frail( 25% of all Older Adults over 65 can be considered frail)

"An age-friendly city or community is health promoting and designed for diversity, inclusion, and cohesion, including across all ages and capacities. Age-friendly cities or communities might have, for example: accessible and safe road and transport infrastructure, barrier-free access to buildings and houses, and public seating and sanitary facilities, among others. Age-friendly cities and communities also enable people to stay active; keep connected; and contribute to their community's economic, social, and cultural life. An age-friendly city can foster solidarity among generations, facilitating social relationships between residents of all ages. Age-friendly cities and communities also have mechanisms to reach out to older people at risk of social isolation, falls or violence through personalized and tailored efforts."

*World Health Organization*





# Thank you to our Partners

message re: partners and collaboration



**Thunder Bay**  
Poverty Reduction  
Strategy



Community  
Elder Abuse  
Prevention  
Committee



**Thunder Bay**  
Chamber  
of Commerce



**United Way**  
Thunder Bay

CITY OF  
**Thunder Bay**  
*Superior by Nature*



lakehead  
social planning  
council



**Thunder Bay Regional**  
Health Sciences  
Centre



**Leadership**  
Thunder Bay



**Nurse Next Door®**  
home care services



THE DISTRICT OF THUNDER BAY  
SOCIAL SERVICES ADMINISTRATION BOARD



**Thunder Bay**  
Public Library

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REGIONAL  
FOOD  
DISTRIBUTION  
ASSOCIATION



**Lakehead**  
UNIVERSITY



**Northern Region®**  
Ontario



**Thunder Bay Indigenous**  
Friendship Centre

- 1. Distribute widely resources that Age Friendly Thunder Bay has developed, such as the Transportation Guide, the Transit Infographic, the Resource Guide for Aging Adults in Thunder Bay, and post these electronically on the Age Friendly Thunder Bay, and other websites as appropriate.**
- 2. Thunder Bay Transit Department to present on transit services at the Age Friendly Thunder Bay Steering Committee to ensure the needs of Older Adults inform local transit services.**
- 3. Secure representation at the Ontario Health table to ensure the needs of seniors are communicated within the health care sector.**
- 4. Promote Cyber Seniors Connected Communities program as a source of information for seniors on services, as a source of digital literacy, to recruit volunteers and as an intergenerational program.**
- 5. Locate the business toolkit and utilize to provide customer service training for local businesses and organizations with significant Older Adult clientele.**
- 6. Monitor the Proposed Bill 196 for a Senior's Advocate to seek support for appropriate government service provision for Older Adults.**
- 7. To assist seniors in identifying benefits to which they are eligible, promote the Service Canada Benefits Finder, Service Ontario Benefits Finder, Prosper Canada Benefits Wayfinder, as well as Thunder Bay Counselling for seniors who need assistance.**





# Recommendations continued

8. Promote Cyber Seniors Connected Communities, device loaner programs and the Connecting Families 2.0 (\$20 monthly internet plan) to encourage Older Adults to increase their digital literacy.
9. Continue offering the yearly Wellness Senior's Health Fair to help seniors connect to available services and seek feedback into the current strategy.
10. Review gaps in the Age Friendly Thunder Bay Steering Committee membership and approach potential partners.
11. Promote Age Friendly Thunder Bay resources to System Navigators and similar roles within agencies serving seniors.
12. Approach the Canadian Red Cross or other community partner for the development of a medical equipment “re-use” program.
13. Host presentations on the Home & Community Care Support Services, Palliative Carelink and the Community Paramedicine Program at the Age Friendly Thunder Bay Steering Committee meetings.
14. Continue the current working groups’ progress on their workplan and current representation on key coalitions and committees.