



CITY OF HAMILTON

COMMUNITY SERVICES DEPARTMENT
Social Development & Early Childhood Services Division

TO: Chair and Members Emergency & Community Services Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: December 10, 2012	
SUBJECT/REPORT NO: Hamilton Seniors Strategy (CS12040) (City Wide)	
SUBMITTED BY: Joe-Anne Priel General Manager Community Services Department	PREPARED BY: Vicki Woodcox 905 546 2424 ext 4827 Jane Soldera 905 546 2424 ext 2399
SIGNATURE:	

RECOMMENDATION

- (a) That staff work with key community stakeholders and the Seniors Advisory committee to develop a Hamilton Seniors Strategy; and,
- (b) That the cost of developing a Hamilton Seniors Strategy in the amount of \$145,000 be funded from previously approved Capital project #7100954703.

EXECUTIVE SUMMARY

Given that Ontario's older population is set to double over the next twenty years, resources and shared leadership are required in order move forward with the development of a Hamilton Seniors Strategy that will:

- support the principles of integrated human service planning; and,
- provide the framework, strategies and partner commitment required to make Hamilton an Age Friendly city.

Staff are recommending that they work in partnership with key community stakeholders and the Seniors Advisory Committee to develop a Seniors Strategy for the City of Hamilton. It is anticipated that it will take up to 18 months to develop this strategy at an estimated cost of \$145,000.

Alternatives for Consideration – Not Applicable

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

In 2012, Council approved Capital Project #7100954703-Public Use Feasibility Study. This capital project funds several studies, one of which was to develop a Seniors Strategy for Recreation Services in the amount of \$145,000. Staff believe that it is prudent for the City to engage with key community stakeholders to develop a robust, holistic broad based seniors strategy which would include recreation services. This demonstrates a more integrated approach to planning for the needs of our community's seniors. As a result staff now recommend that these funds be re-allocated to develop a Seniors Strategy for the City of Hamilton.

Staffing:

All temporary staffing resources to support development of the Hamilton Seniors Strategy will be required for up to 18 months.

Legal:

There are no legal implications associated with the recommendation of Report CS12040.

HISTORICAL BACKGROUND

World Health Organization (WHO) - United Nations Age Friendly Cities Initiative

The world is rapidly aging and at the same time is becoming increasingly more urbanized. More elderly people are living in cities however; most cities have not planned for this significant demographic shift.

In response to these trends WHO developed an Active Aging Policy Framework (2007) that defines active aging as a process of 'optimizing opportunities for health, participation and security in order to enhance quality of life as people age'. Not surprisingly, economic, social, personal and behavioral determinants have a significant impact on active aging, as do health and social services and the physical environment.

The World Health Organization's age Friendly Cities Initiative was initiated in 33 cities in 22 nations around the world and resulted in the preparation of an extensive evaluation as well as a Global Age Friendly Cities Guide in 2007. The guide identifies features of age friendly cities and includes a toolkit and checklist for cities to measure how age friendly they are, and suggests strategies for improvement. Core age friendly features include:

- Housing
- Transportation
- Outdoor spaces & buildings
- Community support & health services
- Communication & information
- Civic participation & employment
- Respect & social inclusion
- Social participation

WHO has issued a challenge to cities across the world to formally apply or 'sign on' to the United Nations initiative, begin to take steps to become age friendly, and accept accountability to report local progress.

Ontario's Seniors Care Strategy

Given that Ontario's older population is set to double over the next twenty years, while its 85 and older population is set to quadruple, the province of Ontario in May 2012 committed to developing a Seniors Care Strategy for Ontario as part of Ontario's Action plan for health care (Jan 2012). The objective of this strategy is to ensure a coordination of health and social care services for seniors with a focus on supporting seniors to stay healthy and stay at home longer. The objectives of promoting wellness & prevention; ensuring equity, access, value and choice; and improved coordination and integration of care are consistent with the World Health Organizations Age Friendly Initiative. New funding for seniors, administered through the local LHINS will need to align with these priorities.

Age Friendly Hamilton Initiative; Hamilton Council on Aging (HCOA)

The Hamilton Council on Aging seeks to 'educate and advocate for improved aging experiences for older adults through a collaborative network of individuals and organizations'. This seniors led organization has taken preliminary steps toward addressing the WHO initiative; first by requesting that the City of Hamilton endorse the HCOA Hamilton Age Friendly Initiative in 2009, and secondly by engaging local seniors in the development of a report that reflects key baseline information necessary to advance planning for seniors in our community: *Hamilton: A City for All Ages – Age Friendly Hamilton First Report to our Community January 2010*.

HCOA with partners including the City of Hamilton's Seniors Advisory Committee continues to develop and implement a number of projects/initiatives to address various core age friendly features. Examples include:

- creating an age friendly Hamilton;
- tackling poverty among seniors;
- increasing access to services for members of diverse community;
- the prevention of abuse of older persons; and most recently,
- participation in the Hamilton Community Foundation initiative of supporting seniors making connections in the neighborhood hubs.

The Community Services Department as well as staff from other Departments (including Public Health and Public Works) has participated in a number of these initiatives/projects.

The HCOA is also is committed to working with community partners to develop an over-arching seniors strategy that would engage seniors and the broader community in order to facilitate the changes necessary to make Hamilton an Age Friendly City. While the HCOA has been working since last fall with a number of interested stakeholders (including representatives from Community Services, Public Health and Corporate Services) it has not secured the resources necessary to convene and sustain a collaborative of stakeholders and residents to develop and implement the strategy.

Seniors Advisory Committee of City of Hamilton

On September 9, 2011 the Seniors Advisory Committee identified its partnership with the HCOA on the development of a collaborative to develop a seniors strategy to make Hamilton an Age Friendly City as one of its top four priority work plan items. Seniors Advisory Committee members have continued to actively support the projects/work of the HCOA.

POLICY IMPLICATIONS

It is anticipated that with the development of a seniors strategy for Hamilton, that there may be recommendations to review and possibly change some of the existing corporate policies to ensure that they are Age-Friendly and align with the seniors strategy. More specific information on this would be provided in the final seniors strategy report which is anticipated to be completed by June 2014.

RELEVANT CONSULTATION

Staff have consulted with the Community Services Department Directors, the Senior Management Team, Corporate Services, the Seniors Advisory Committee, as well as key community stakeholders such as the Council on Aging, United Way, and the Social Planning Research Council (SPRC). All individuals and groups consulted support the report recommendations.

ANALYSIS / RATIONALE FOR RECOMMENDATION

Hamilton's Aging Population

Seniors (age 65+) in Hamilton currently account for 15.7% of our total population (Statistics Canada, Census 2001-2011). The number of seniors in Hamilton has steadily grown over the past decade with this demographic representing 14.3% of our total population in 2001, and 14.9% in 2006.

Comparatively, seniors (65+) in Hamilton represent a greater percentage of the City's total population than is the case province wide. Across Ontario seniors (65+) currently represent 14.6% of the total population, while in 2001 they were 12.9% of the total provincial population and in 2006 they made up 13.6 %.

As 'baby boomers' age over the up-coming decades, this trend will increase even more dramatically. While the over-all population of the City of Hamilton is expected to grow by approximately 20% between 2011 and 2036, the population of seniors (65+) is expected to increase by 96% during the same period (Statistics Canada Census, 1996-2011; Population Projections 2009-2036 table, Ontario Ministry of Health and Long Term Care. IntelliHEALTH ONTARIO, September 2010).

City of Hamilton Departments

Virtually every Department within the City of Hamilton is engaged in policy development and/or planning for and providing services to seniors. Some examples include Public Health's initiatives on elder abuse and policy support to transportation and secondary plans; the partnership between HSR staff and seniors on the Seniors Advisory Transportation Committee, and the Corporate Services staff lead at the Seniors Advisory Committee as well as seniors' issues related to inclusion and access to services. The Police Department has a range of programs and support services specifically for seniors, and has recently released a report *Hamilton Police Service 2012: Responding to Senior's Issues*. Currently however, there is no coordinated plan for seniors between these Departments.

The Community Services staff also has an interest in the development of plans, programming and/or services for Hamilton's aging population. For instance whether it be a need to develop more recreation services for seniors, respond to a range housing needs for seniors, provide supports to seniors living in poverty, plan and deliver long term care and day programs for seniors, staff believe that this work cannot happen in isolation, rather it needs to be part of a broader integrated human services planning initiative for seniors living in our community. While the Department and in fact the City as a whole has its' part to play' it should not do so in isolation.

In 2012, Council approved \$145,000 to develop a Seniors Strategy for Recreation Services (Capital Project #7 100954703-Public use Feasibility Study). These funds were to be utilized to:

- 1) establish consistent policy and procedures at the existing seniors centres within the City of Hamilton recreation services; and,
- 2) to determine future needs of seniors for recreational activities.

The first objective is now in progress with existing staff resources under the leadership of the Director of District Recreation Operations. Staff believe the second objective can be best achieved by working in collaboration with other City staff, community stakeholders and the Seniors Advisory Committee in the development of the Seniors Strategy for the City of Hamilton.

Many municipalities (Brantford, Halton, Peel, York, and Toronto) are at various stages of developing a Seniors Strategy for their community. Based on their experience so far, it is anticipated that it would take approximately 18 months with an estimated completion date of June 2014 to develop a comprehensive Seniors Strategy. Regular updates (every six months) will be provided to the Emergency and Community Services Committee on the progress of this initiative.

ALTERNATIVES FOR CONSIDERATION

Not applicable

CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Skilled, Innovative & Respectful Organization

- ◆ More innovation, greater teamwork, better client focus

Intergovernmental Relationships

- ◆ Influence federal and provincial policy development to benefit Hamilton

Growing Our Economy

- ◆ An improved customer service

Social Development

- ◆ Everyone has a home they can afford that is well maintained and safe
- ◆ Residents in need have access to adequate support services
- ◆ People participate in all aspects of community life without barriers or stigma

Healthy Community

- ◆ An engaged Citizenry

APPENDICES / SCHEDULES

None