



CITIZEN COMMITTEE REPORT

To:	Emergency & Community Services Committee
From:	Seniors Advisory Committee <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> (Penelope Petrie, Chair)
Date:	May 6, 2022
Re:	Seniors Advisory Committee Revised Brochure

Recommendation:

That the content and design of the revised Seniors Advisory Committee brochure entitled “Seniors Advisory Committee (SAC)” attached as Appendix “A”, be approved.

Background:

At the May 6, 2022 Seniors Advisory Committee meeting, committee members passed a motion under item 11 (Motions), for Council to approve the content and design of the revised Seniors Advisory Committee brochure.

The Seniors Advisory Committee’s goal is to create more awareness of the committee as well as their role on behalf of other seniors who reside in the Hamilton community. The brochure was a project of the Seniors Advisory Committee’s Communications Working Group who felt the older brochure required updating. In addition, that the brochure could be used as a communication tool when engaging with other seniors at in person events such as the upcoming Seniors Kick-off event taking place on June 1, 2022 at Michelangelo’s Event and Conference Centre located in Hamilton.

Analysis/Rationale:

The Seniors Advisory Committee is a key partner with the Hamilton Council on Aging and City of Hamilton for Hamilton’s Plan for an Age-Friendly Community (2021-2026). The Seniors Advisory Committee’s Communications Working Group has aligned their

workplan with goal 3 (Communications and Information) of the Age-Friendly Plan. One of the objectives under goal 3 is to “increase and improve access to information for older adults.” More specifically, one of the recommendations under this objective states, “ensure that information is available in multiple formats and languages including online and print.”

In addition, most seniors prefer information in a hard copy format versus on-line and/or through social media. According to a survey conducted by the City of Hamilton’s Communications Department, 70% of seniors over the age of 65 get information from local newspapers while 30% get information from internet search engines and 12% from social media.