



CITIZEN COMMITTEE REPORT

To:	Emergency & Community Services Committee
From:	Seniors Advisory Committee _____ Penelope Petrie, Chair
Date:	January 18, 2024
Re:	Communications Survey

Recommendation

- (a) That the content and design of the Seniors Advisory Committee's Communications Survey attached as Appendix "A", be approved; and
- (b) That the Seniors Advisory Committee's Communications Survey be disseminated in 2024 to various organizations and their members, including the Hamilton Public Library's Brown Bag Lunch (BBL Network), the City's Recreation Division (Seniors Services), members of the City's seniors centres, clubs and Seniors Centre Without Walls program, the YWCA Seniors Active Living Centres, Age-Friendly Hamilton partners, and through Engage Hamilton.

Background

At the December 1, 2023 Seniors Advisory Committee meeting, members passed a motion under Item 11 (Motions) for City Council to approve the content, design, and the dissemination of the Seniors Advisory Committee's Communications Survey.

At the June 20, 2023 Seniors Kick off event hosted at Sackville Seniors Centre, members of the Seniors Advisory Committee distributed a short three-question survey to both older adult attendees and exhibitors (community organizations). The goal was to learn what type of information older adults were looking for as well as their preferred methods of communication. With approximately 450 older adult attendees and 60 exhibitors, only 75 surveys were completed with only 17 identifying as older adult attendees. In addition, one notable finding was that those organizations who completed the survey indicated they did not know what type of information older adults were looking for, including their preferred methods of communication.

As a result of the feedback from the three-question survey, the Seniors Advisory Committee created this Communications Survey, a more robust survey. The goal is to disseminate broadly in the hope that greater feedback is received from both older adults and community organizations. The feedback from the Communications Survey will be helpful to both the City of Hamilton and community organizations in communicating with older adults they serve.

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 recommendation states "improve customer services across all sectors to ensure that services are age-friendly and dementia-friendly."

Attached as Appendix A: The City of Hamilton Seniors Advisory Committee's Communications Survey