

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 23, 2015

Item 4, Report No. 24, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 23, 2015.

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SENIORS' MONTH

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Director of Recreation and Culture, dated June 2, 2015:

Recommendation

The Director of Recreation and Culture, in consultation with the Executive Director, Office of the City Manager, recommends:

1. That the *June is Seniors' Month* Activity Brochure (Attachment 1) be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- 4.1 To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
 - 4.1.1 Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

Economic Impact

Funding for the recreation activities and events indicated in this report has been incorporated into the 2015 Recreation and Culture base operating budget.

Communications Plan

A Seniors' Month activities brochure has been posted on the City's online events calendar and at vaughan.ca/recreation, as well as SAVI's website. Print copies are available at all community centres, City Hall and Vaughan Public Libraries, and have been distributed to older adult clubs and senior residences across Vaughan. Activities are also promoted on community centre TVs, social media and via a targeted media pitch to local news outlets.

The Recreation and Parks Month activity calendar also features Seniors' Month activities. The calendar is being promoted on all the aforementioned communications channels, as well as via a public service announcement.

Purpose

The purpose of this report is to present an overview of the activities, events and initiatives being offered for seniors in Vaughan.

Background - Analysis and Options

The City of Vaughan has proclaimed June as "Seniors' Month", with this year being the 31st anniversary celebrating the theme "Vibrant Seniors, Vibrant Communities". The City in its strategic plan, Vaughan Vision 2020, is committed to Service Excellence through enhancing and ensuring community safety, health and wellness; the Active Together Master Plan initiatives, such as "Seniors' Month", will help achieve the objective of community health and wellness.

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The City of Vaughan believes that participation in recreation activities benefits residents of all ages, with positive impacts to psychological and physical health, familial interaction, community development and other vital lifestyle behaviours.

Recreation and Parks Month Activities

Recreation and parks opportunities are essential for strengthening and maintaining a safer, cleaner and dynamic community atmosphere. In 2015, the Recreation and Culture Department will celebrate June as “Recreation and Parks Month”. Activities specifically targeted for seniors are part of this year’s schedule, including Yoga, Seniors Aquafitness, Let’s Get Moving for Seniors, Senior’s Ping Pong and Introduction to Archery. Many other activities being offered are suitable for all ages.

SAVI Seniors Information and Exhibition Fair – June 19

Seniors Information and Exhibition Fair is one of the many service programs that the Seniors Association of Vaughan Initiative (SAVI) provides its members and the community in support of their core objective: to advocate for seniors’ needs and interests, and to provide opportunities for seniors to learn more about their physical and mental wellbeing. This year’s Seniors Information and Exhibition Fair will be held at Fontana Primavera Event Centre on Friday, June 19, 2015 beginning at 9 a.m. Over 30 exhibitors will display the many services that are available to seniors. Examples include: “Home Care - Transition from Hospital to Home”; “Mobility Plus - Learn More On How To Apply”; and, “Service Canada - How To Obtain Information For Seniors Online”. Recreation and Culture staff have provided assistance and will be present at this event.

Older Adult Strategy and Age Friendly Community Grant

The needs and expectations of older adults today differ vastly from those of previous generations. To meet the unique challenges and identify opportunities posed by an aging society, municipalities are beginning the process of developing Age Friendly communities. The World Health Organization defines Age Friendly Communities as those whose “policies, services and structures related to the physical and social environment are designed to support and enable older adults to live in a secure environment, enjoy good health and continue to participate fully in their communities”.

To achieve this goal, the Recreation and Culture Department, in partnership with the Innovation and Continuous Improvement Department, has secured Leisure Plan International to complete an Older Adult Strategy for the City by late 2015. The development of the strategy will include consultation with older adults and older adult clubs, a needs assessment, a jurisdictional review of municipal service and delivery approaches and a review of best practices. Information will be posted online, at community centres, in the Recreation & Culture Guide and via meetings with stakeholders.

To help support the level of staffing that can be assigned to the development of resulting action plans and implementation of recommendations forthcoming from the Older Adult Strategy, the Recreation and Culture Department has submitted a \$50,000 funding request to the Age Friendly Community Grant program administered by the Ontario Seniors’ Secretariat. Notification of the grant request will be available by the third quarter of this year.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, this report will provide:

- **STRATEGIC GOAL:**
Service Excellence – Providing service excellence to citizens through a collaborative program and events scheduling strategy with community stakeholders.

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- **STRATEGIC OBJECTIVES:**
Enhance and Ensure Community Safety, Health and Wellness by showcasing opportunities to integrate physical activity in everyday life.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are no regional implications with respect to Seniors' Month.

Conclusion

The City of Vaughan is taking a proactive approach to improve the health and active lifestyles of its older adult citizens by providing opportunities for physical activity, learning and social interaction through the provision of activities and events during Seniors' Month. Additionally, the City is planning for the future by developing a ten-year Older Adult Strategy and has sought funding to implement the recommendations.

Attachments

1. *June is Seniors' Month* Activity Brochure

Report Prepared By

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)