



A Community for a Lifetime



A Master Aging Plan

For Brantford and Brant County

MASTER AGING PLAN FOR BRANTFORD AND BRANT COUNTY

“A Community for a Lifetime”

Implementation Planning Phase

A master aging plan is a “roadmap” for the delivery of a comprehensive and coordinated set of community services for older adults who have a wide range of needs. The focus is not just on health services, but also encompasses transportation, housing, recreation, safety and other community services. It allows for proactive planning rather than reacting to crises and provides information to use in planning for future needs, allocating resources and preparing grant applications.

The Master Aging Plan for Brantford and Brant County was completed in 2008, funded by a grant from the Ontario Trillium Foundation and led by the Alzheimer Society of Brant. The project was directed by a Steering Committee of local community members supported by a project consultant and three separate Planning Committees representing a cross section of community organizations and services. The extensive consultation process engaged 40 service providers through committee involvement, more than 100 seniors through focus groups, 15 community leaders through meetings and interviews, and an additional 16 individuals through a widely circulated public discussion paper. Work on the project commenced in April 2008 and the final report was presented to Brantford City Council on September 29, 2008.

In the spring of 2009 the Steering Committee received a further Trillium Foundation grant to begin implementation work on the Master Aging Plan. Steps in the second phase of the project included:

- A public launch of the Master Aging Plan held on April 9, 2009
- Outreach to the urban Aboriginal community to gather more needs data
- A forum of city and county transportation providers held on June 15, 2009
- An on-line survey of the business community
- Personal contacts by Steering Committee members with dozens of service providers to inventory work underway related to the Master Aging Plan and identify commitment to continue and expand initiatives for seniors
- Development of a comprehensive implementation action plan linking goals and strategies from the original Master Aging Plan to work already planned or underway in the community

The Steering Committee met on six occasions between March and October to monitor the project and assemble the implementation action plan. This report outlines the recommendations emerging from the implementation planning phase and makes some suggestions for the continued evolution and rollout of the plan.

Steering Committee
Master Aging Plan

October 26, 2009

RECOMMENDATIONS

Recommendation One

Acknowledge, communicate and reinforce existing community initiatives that support the goals, objectives and strategies of the Master Aging Plan.

The original Master Aging Plan is comprised of five broad goals, 21 objectives flowing from the goals, and 100 suggested strategies for achieving the objectives. In the implementation planning phase it became evident that more than two-thirds of the strategies could be tied to work already planned or underway by various community agencies and service providers in Brantford and Brant County. This excellent work needs to be publicly acknowledged and communicated across all service providers to avoid duplication and facilitate collaboration and partnering.

Recommendation Two

Encourage implementation of designated strategies for identified priorities.

The Master Aging Plan goals and objectives were developed by three planning committees that focused on different segments of the aging population: well and fit seniors, seniors requiring some assistance with activities of daily living and seniors requiring 24-hour assistance with activities of daily living. The planning committees identified eight of the 24 goals as having a higher priority and these appear in the chart below:

	Well/fit Seniors	Require Some Assistance	Require 24-hour Assistance
Infrastructure	1.2 Develop an integrated county-wide transportation system		1.3 Increase appropriate, accessible and affordable housing options for seniors requiring Long-Term Care accommodation
		1.1 Increase appropriate, accessible and reasonably priced housing options for seniors living in the community	
Programs and Services	2.1 Support an active lifestyle of seniors by increasing the availability and accessibility of social and recreational opportunities		

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	Well/fit Seniors	Require Some Assistance	Require 24-hour Assistance
Health and Wellness		3.1 Ensure adequate primary health care for seniors, available in-home when necessary	
Support Systems	4.2 Establish single point access for seniors information and support in their communities		4.1 Educate and provide transition planning support to seniors and their families
			4.4 Recruit, retain and nurture health care staff and promote positive morale
Profile	Reconstituted MAP Steering Committee to develop critical strategies for raising public awareness of seniors' issues		

Although significant work related to the priority objectives is already underway in the community, the Steering Committee did identify some gaps in strategies and these are identified in bold type in the chart below:

Priority Goal	Recommended Strategies	Action Plan Reference
1.1 Increase appropriate, accessible and reasonably priced housing options for seniors living in the community	Support/expand initiatives underway	1.1-1 through 1.1-9 Page 1
1.2 Develop an integrated county-wide transportation system	Pilot project with Operation Lift, Brantford Transit, Brant County and private sector	1.2-1 Page 2
1.3 Increase appropriate, accessible and affordable housing options for seniors requiring Long-Term Care accommodation	Support/expand initiatives underway	1.3-1 through 1.3-5 Page 3
2.1 Support an active lifestyle for seniors by increasing the availability and accessibility of social and recreational opportunities	Support/expand initiatives underway Promote outreach services that bring programs and supports to seniors living in urban and rural areas	2.1-1 through 2.1-9 Pages 4 and 5 <i>... Cont'd</i>

Priority Goal	Recommended Strategies	Action Plan Reference
3.1 Ensure adequate primary health care for seniors, available in-home when necessary	Explore methods of outreach to individuals reluctant to accept assistance	3.1-9 Page 8
4.1 Educate and provide transition planning support to seniors and their families	Support/sustain social worker positions in Long Term Care homes	4.1-3 Page 10
4.2 Establish single point access for seniors information and support in their communities	Support/expand initiatives underway	4.1-1 through 4.2-3 Page 11
4.4 Recruit, retain and nurture health care staff and promote positive morale	Support/expand initiatives underway	4.4-1 through 4.4-6 Page 12

Staff and financial resources need to be identified and assigned to these recommended initiatives.

Recommendation Three

Increase community engagement in the ongoing development, implementation and monitoring of the Master Aging Plan.

The successful long term rollout of the Master Aging Plan will be dependent on broad and sustained engagement of community members, service providers and agencies and most of all, seniors themselves. The implementation action plan calls for a number of strategies related to community profile, including development of a marketing strategy, but it will be necessary to continually reach out and engage individuals and organizations in the implementation of the plan.

Several private sector organizations displayed interest and support of certain aspects of the plan and a number of initiatives with the retail sector have already been identified.

Some key public sector organizations, such as the Brant Community Healthcare System and Brant County Health Unit must be more closely involved with the future development and implementation of the plan. Also, the County will need to have a higher level of engagement, particularly in view of the large number of City/County initiatives contained in the plan.

MOVING FORWARD

The Master Aging Plan has already become a catalyst for change and creative problem solving with respect to issues related to our aging population. Many expectations have been raised about the importance of seeing the plan become a living document with ongoing commitments from volunteers, funders, business partners to address the many needs identified in the original 2008 report.

A dedicated infrastructure will be necessary to ensure sustainability of the plan. It is therefore recommended that the Social Services Committee for Brantford and Brant County appoint an individual to act as a coordinator for seniors issues and work collaboratively with the Master Aging Plan Steering Committee.

In addition, a reconstituted Steering Committee will be established. It will meet quarterly, consist of core and rotating members and include a membership mix of 50% providers and 50% seniors. The role of the Steering Committee, aided by the coordinator and periodic consulting support would be to:

- Raise the profile of seniors in the community
- Identify service gaps and shortfalls and advocate with funders and government
- Communicate initiatives and broker partnering opportunities
- Continually update the implementation action plan, keeping it a “living document”
- Track key deliverables against outcome measures

Continued support of the evolution of the Master Aging Plan will position the City of Brantford and the County of Brant as North American leaders in planning for our senior population and move us toward the Master Aging Plan vision of: “A Community for a Lifetime”.

Steering Committee
Master Aging Plan

Accompanying Documents

1. A Master Aging Plan for Brantford and the County of Brant, September 16, 2008.
2. MAP Implementation Action Plan, Version 3, October 5, 2009