

Seniors' Supports and Services Project Needs Assessment

Community Services Division

Project background

- Seniors' groups in the community have brought forward to Council the request for a seniors' hub in Strathcona County.
- Two motions by Council:
 - February 2, 2021 - THAT Administration provide regular updates to Priorities Committee, commencing at the end of Quarter 2 regarding progress with respect to Priorities Committee motion 2021/ P4 on ongoing work on the Seniors Hub Concept, including the results of ongoing stakeholder communication and research.
 - January 26, 2021 - THAT the January 26, 2021 Seniors Advisory Committee report, Seniors Hub Concept, be referred to Administration for a report, by the end of the fourth quarter of 2021, on options for establishing a seniors hub, including potential collaboration opportunities with stakeholders and options to combine with planned or existing County facilities or sites; and that the report include information on the implications, costs, and feasibility of the identified options.

Project background

- Four connected phases are taking place over 2021, with a final report to Council at the end of Q4 2021.

- 1. Project Initiation**

- 2. Awareness Campaign**

- 3. Public Engagement**

- 4. Analysis and Reporting**

- The information from the first three phases have informed the needs assessment.

Needs assessment overview

Purpose

- To provide a rounded understanding of the context and current perspectives, values, and needs for seniors' supports and services in the community.

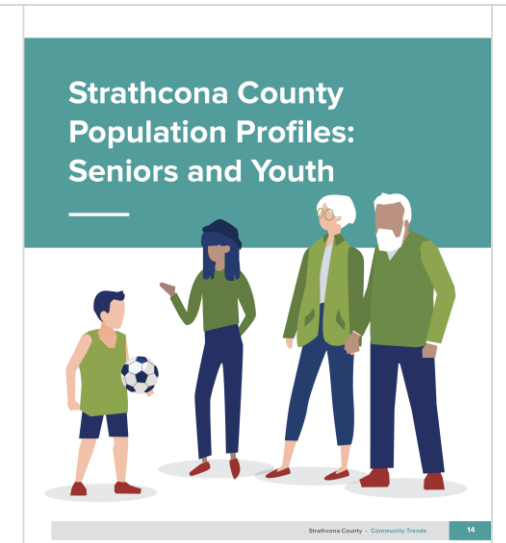
Key Activities

- **Statistical profile** of seniors in Strathcona County
- Analysis of **previous Strathcona County engagement** results
- **Jurisdictional scan** of seniors' supports, services, and facilities
- **Inventory of Strathcona County programs, supports, and services** geared towards seniors
- Seniors Supports and Services Project **community engagement**

Statistical profile

Highlights

- In 2018, seniors represented 16% of the County population.
- The seniors' population in Strathcona County is increasing faster than the provincial average. The seniors' population (65 and older) increased 35% between 2011 to 2016, the highest growth of any age group.
- Roughly a quarter (27%) of County seniors live in rural areas and 73% live in urban areas.



Statistical profile

Highlights

- The number of seniors seeking social service supports in Strathcona County is increasing as indicated by the numbers of seniors seeking support from Family and Community Services.
- Support for finances and basic needs have been the most frequently sought support from Family and Community Services Solutions Navigation Services in 2021, followed by emotional health and relationship breakdown.

Previous County engagements

Highlights

- Residents agree that recreation and culture are “must have” municipal services. Almost all Strathcona households believe recreation and culture opportunities are very important, or somewhat important to their quality of life which contributes to personal health and wellness.
- Seniors make greater use of the cultural facilities than younger residents.
- Public transportation use decreases consistently with age.



Previous County engagements

Highlights

- Many residents feel that community halls and seniors' centres have a positive impact on their quality of life and the community.
- Seniors' listed social (83%), physical (81%) and intellectual health (69%) as being the three most important types of wellness that a future community wellness hub must address.
- Seniors' support is rated as the most important County social programs and services among Strathcona residents.
- There is a need for seniors-dedicated spaces and activities in Strathcona County.

Jurisdictional scan

Highlights

- The majority of large and medium-sized municipalities in Alberta have a seniors' centre.
- The majority of seniors' centres across the province are run by non-profit organizations.
- Municipalities in the region have a senior's coordinator, responsible for liaising and providing information to seniors and seniors' organizations in the community.

Jurisdictional scan

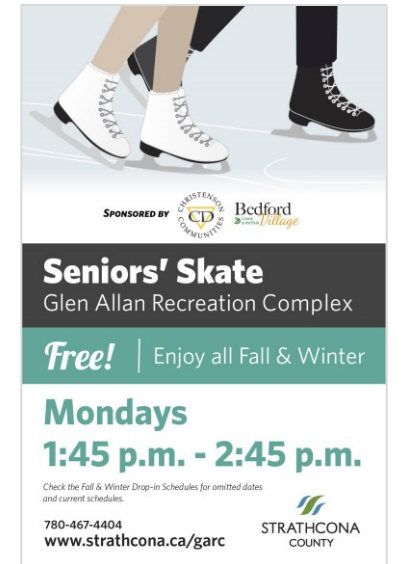
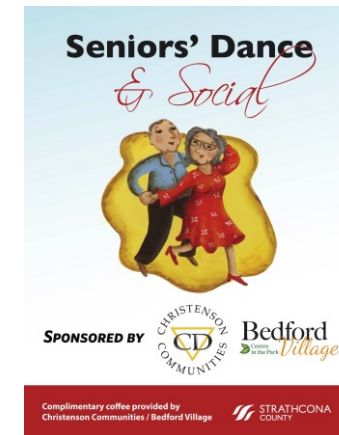
Highlights

- Globally, there is recognition about the importance and role of the culture of a community in promoting healthy aging.
- Eight domains of WHO Age-friendly Cities Framework
 - Community and health care
 - Transportation
 - Housing
 - Social participation
 - Outdoor spaces and buildings
 - Respect and social inclusion
 - Civic participation and employment
 - Communication and information

Inventory of seniors' supports, services and programs

Programming highlights

- County recreation centres are designed for participants of all ages and abilities. Some facilities have a higher usage from the senior demographic based on amenities and programs offered.
- Strathcona County Library offers a large amount of seniors' programming across the County, including in seniors' assisted living facilities, and rural communities.



DO YOU HAVE A CHRONIC HEALTH CONDITION?



Inventory of seniors' supports, services and programs

Facility highlights

- There are four seniors' affordable housing complexes in Strathcona County, offering a range of supports and services to its residents.
- There are four formal 55+ Clubs throughout rural and urban locations in the County.

Project engagement

Method	When	Audience	Details
1. Survey available via SCOOP, public website, telephone, and paper	June 1 – June 20, 2021	All residents of Strathcona County	Questions focused on: <ul style="list-style-type: none"> • Residents' values and perspectives of seniors' services in Strathcona County • Needs and interest in seniors-only facilities and spaces • Seniors' social, facility, recreation, transportation, and services needs
2. Virtual stakeholder conversations with seniors and senior-serving organizations	June 21 – July 21, 2021	Rural and urban seniors and senior-serving organizations	Conversations expanded on questions asked in the survey.

Project engagement



Voices heard

- 898 survey responses
- 27 stakeholders

Project engagement

Belonging and inclusion

- Themes of belonging, connectedness, and inclusion were the most prominent across stakeholder conversations.



Project engagement

Affordability

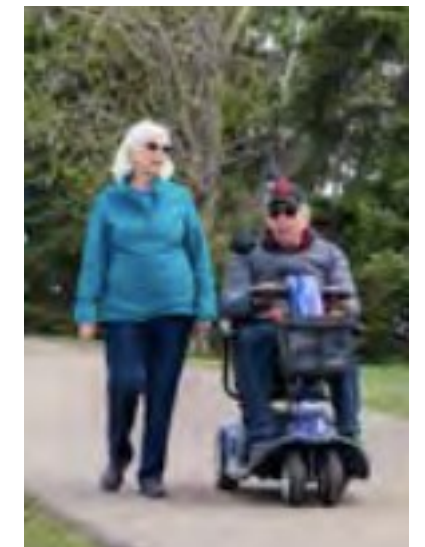
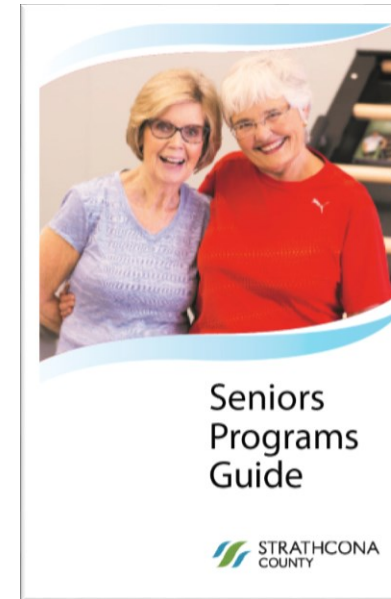
- The lower the income, the more likely for residents to rely on community halls and seniors' centres as a source of social, recreation, and cultural activities.



Project engagement

Accessibility for seniors

- Considerations: income, transportation, technology, information, physical access.
- A little over half of respondents (56.8%) indicated that a dedicated seniors' facility is very important/somewhat important to meet their social, recreation and well-being needs.



Next steps

- Continue project work to respond to Council motions by the end of 2021
 - Strategic goals and intentions
 - Service delivery coordination
 - Seniors' facility options, including feasibility, costs and implications

Questions

